

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXIX

NEW YORK, MARCH 21, 1931

No. 12

An up-to-date record of the Soviet Five-Year Plan by the author of the successful "The Fall of the Russian Empire"

THE LAST STAND

An Interpretation of the Soviet Five-Year Plan

By

EDMUND A. WALSH, S.J.

This truly remarkable book on the Five-Year Plan has two distinct advantages in its favor for winning a large popular sale:

First: The author is already widely known on account of the success of his earlier work, dealing with the Russian debacle, which is selling extraordinarily well in the Blue Ribbon Edition.

Second: Its graphic narrative style makes it easily understandable to all who want a clear view of this gigantic undertaking.

Show this book to the man who wants facts!

Ready March 27. *An Atlantic Monthly Press Book*
With 10 illustrations. \$3.00

Boston

LITTLE, BROWN & COMPANY

Publishers



*Coming about April 9—
A Distinguished Event*

Susan Glaspell's

glowing new novel—

AMBROSE HOLT AND FAMILY

A brilliantly entertaining novel, a comedy of human relationships viewed with amusement and penetration—yet through it all runs a feeling of the underlying tragedy and beauty of life. It is the story of "Blossom," born Harriette, who feels that there is more in life—and in her—than her flower-like beauty, her wealth, the way she has been brought up; and of Lincoln, the man she marries—who is a poet with one hand and a business man with the other...

By the author of

**BROOK
EVANS**

with an even better sales chance than that
best seller! *It will be heavily advertised
and pushed to the best of our ability. \$2.50*

Our Slogan: "Buy your books of your bookseller."

FREDERICK A. STOKES COMPANY
443 4th Avenue New York

—salable!—

TO AN EAGER PUBLIC

THE WEIGHER OF SOULS

By André Maurois

The public is especially interested in this new Maurois novel. Many inquiries have been received already. The story is finished, imaginative, and beautifully written. It deals with an English doctor, his strange experiments, and one of the greatest mysteries of human experience.

Ready on March 27.

\$2.00

GITANA

By Robert W. Chambers

The announcement of a Chambers book is always welcome news to your customers. This splendid historical romance continues the author's plan of depicting, one by one, the striking periods of American history. "Gitana" is a story of the Mexican War, an American officer, and a gypsy dancer. *Ready on April 17.*

\$2.50

HERE'S LUCK

By Stephen French Whitman

Here is an original, important, and highly dramatic piece of work—a book which is bound to be widely discussed. It is the different, humanized story of Nick Sassotti, one of America's typical racketeers. It views the liquor industry from an entirely new angle. *Ready in April.*

\$2.50

D. APPLETON AND COMPANY

35 West 32nd Street, New York

*The Ryerson Press, Queen and John Streets, Toronto, Ontario,
handles the Appleton General Line in Canada.*



This, too, is going to be an Enchanted April!



Elizabeth has written a new novel as enchanting as her own *Enchanted April*. It's about a dutiful daughter's adventures with cottages and clergymen. "Father" rates the title only because he was a famous author. But it's Jennifer's story, and beautifully satirical, too. . . . *Father* is Elizabeth's best book since *The Enchanted April*.

It further bears out the fact that she is one of today's really important authors and also, as Hugh Walpole says, "one of the three most brilliant wits in England." You remember *Elizabeth and Her German Garden*, *The Caravaners*, *The Pastor's Wife*, *Vera*, *Christopher and Columbus*. *Father* is another link in this great tradition.

FATHER

by Elizabeth

COMING APRIL 17th \$2.50 DOUBLEDAY, DORAN

At Last — Russia's Own Story of The Five Year Plan

NEW RUSSIA'S PRIMER

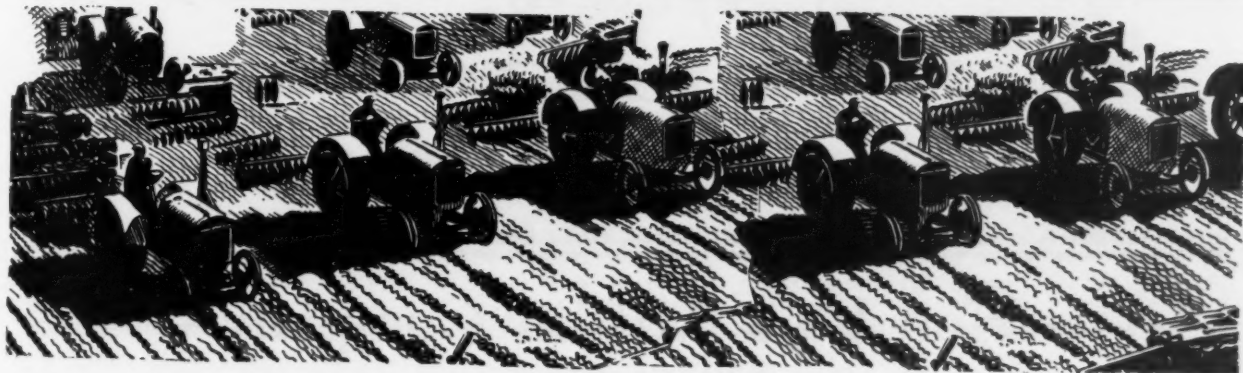
Here is a simple, non-technical account of a great nation's attempt to remodel itself on the efficiency basis of a Ford factory. More than that it is the Russian Government's own explanation of the Five-Year Plan—put out, not for propaganda, but for the information of its own people. From the number of requests we have had for the book before publication, and from the general excitement that it is arousing everywhere, we believe this to be THE book on Russia. It is lavishly illustrated.

“‘New Russia's Primer’ is not merely intelligible, it is literally fascinating.”—*Professor George S. Counts of Columbia.*

May Selection of the Book of the Month Club

\$2.00

Houghton Mifflin Company



PRAISE FROM THE H. R. HUNTTING CO. IS DOUBLY
WELCOME AS REPRESENTING THE POINT OF
VIEW OF BOOKSELLER AND LIBRARIAN

Re-enforced and Durable Library Bindings

THE H. R. HUNTTING CO. Inc.

BOOKSELLERS AND PUBLISHERS
MYRICK BUILDING, 29 WORTHINGTON STREET

SPRINGFIELD, MASS.

TELEPHONE 3-2800

March 6, 1931

The Houghton-Mifflin Company,
2 Park St.,
Boston, Mass.

Att. Mr. B. H. Ticknor

Dear Mr. Ticknor:

I have just finished reading THE WHITE
FAWN by Prouty and it has given me genuine pleasure.
It has interest for the average reader, has a quality
which lovers of good literature delight in and
its character delineations are altogether appealing.
I see no reason why it should not have a large sale
and we will take pleasure in recommending it most
highly.

Heartiest congratulations, as ever,

Yours sincerely,

THE H. R. HUNTTING COMPANY

VMS:LL

~ ~ ~ Houghton Mifflin Company ~ ~ ~

from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York



Readers of *The Saturday Review* may recall an ad. for *Dreamy Rivers* by HENRY BAERLEIN that appeared in the January 17th issue. The ad headline ran:

DREAMY RIVERS

An unconventional invitation to 638 readers of *The Saturday Review*



The ad began:

"As these lines are written, the stock room reports an inventory of 638 copies of *Dreamy Rivers* out of 1,000 imported from England."



It ended:

"They (readers of the *Saturday Review*—ed.) are invited to send their wind-swept orders, with \$2.50 in coin of the realm, to their favorite gipsy book-seller, or, if he be wandering along his own dreamy river, directly to the publishers, who when these lines appear, will be found, alack aday, safely moored at 386 Fourth Avenue, New York City."



At the time this ad appeared *Dreamy Rivers* had been receiving a few favorable reviews. It was published in early December, and sales were:

Week of December 21	12
December 28	4
January 4	13
January 11	26



Then came the ad. Nothing startling happened immediately, but as you can see from the figures, the demand kept mounting, slowly and steadily.

Week of January 18	29
January 25	43
February 1	30
February 8	21
February 15	39
February 22	60
March 1	19
March 8	38
March 15	54



Your Correspondent believes that the ad is responsible for the continuing sale. When it appeared, the other Mr. Ess, whose personality is fairly written over the ad, received a wire from Christopher Morley, reading: "CONGRATULATIONS DREAMY RIVERS AD SATURDAY REVIEW THATS THE WAY COPY SHOULD BE WRITTEN."



Many voluntary letters came in from booksellers and the general public—all of them, *mirabile dictu* enclosing orders. One of these read:

"The book was very enjoyable. So much so that I shall read it again, but your advertisement was the most seductive piece of writing I have seen in a long time. I hope I shall have the pleasure of seeing more of the same man's work."



All of the above, Your Correspondent realizes, is in the way of a pat on the back of *The Inner Sanctum's* best copy-writer. It is intended as such, and also as a demonstration that certain single ads can at times rescue a book from the oblivion toward which *Dreamy Rivers* seemed to be headed.



Incidentally, there are still about 300 copies of *Dreamy Rivers* in the stock room. . . about six weeks' supply. Memo to a quixotic bookseller: Please read *Dreamy Rivers* some quiet evening, and tell us whether we ought to import more copies from England, or whether we ought to set up the book here.



The Inner Sanctum's good friend, EUGENE REYNAL, backgammon authority, member of The Murray Hill Merchant's and Manufacturer's Club, and guiding genius of *Blue Ribbon Books* has seen advance proofs of *Men of Art*. He writes:

I once earned the nickname of "Leonardo" on account of my enthusiasm for Rachel Annand Taylor's book, and I feel now the same sort of enthusiasm for *MEN OF ART*. I was first impressed by the completeness with which Craven covers the whole subject and second by the vigor of his style which makes every page alive and exciting reading. But it seems to me that the real significance of the book, particularly from the sales angle, lies in the way in which he dramatizes the lives of famous painters and shows how the same qualities that made them great men also contributed to making their paintings great art. There was a real need for a book of this sort which takes art out of the schools and makes it an integral, vibrant part of everyday life.

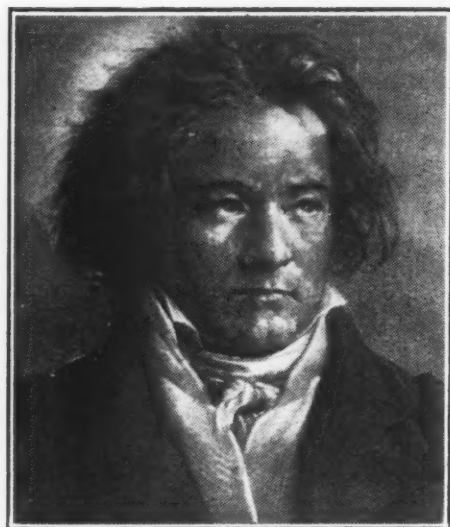
In the one syllable language of Lincoln, I think it is a truly great book and I selfishly wish it was I instead of you who was going to have the pleasure of publishing it.



MISCELLANY OF THE WEEK: The *Second Post Graduate Cross Word Puzzle Book* is published March 26. The first has sold over 6,000. . . . The back cover of The New York *Times Book Review* of March 29th is devoted exclusively to an ad for *Men of Art* by THOMAS CRAVEN. . . . OGDEN NASH is working on a new book with a grand idea back of it. . . . *The Timid Soul* is published March 23rd, and if you don't like it, then we'd better just close up the account. . . . JOSEPH JASTROW's *Effective Thinking* is ready March 26th. . . . J. P. McEvoy's new novel *Mr. Noodle*, which wowed the Satevepost readers is now ready, with a new trick idea in belly bands: this one runs the other way around. . . . Still looking around for a newspaper half as good as the old *World* used to be.

—ESSANDESS.

TWO MIGHTY GENIUSES...



BEETHOVEN



GOETHE

*... did this bewitching
girl cause the life-long
rift between them?*

for the first time the whole amazing story
is told by a master of modern biography

Romain Rolland's new book Plan now for Tremendous Sales

By the Author of
BEETHOVEN THE CREATOR

GOETHE

AND BEETHOVEN

Never has the great French biographer and novelist written a book that will attract as much attention as this. What kept Goethe and Beethoven—giants of literature and music—apart? Rolland seeks an explanation in the letters of Bettina, the brilliant young woman who loved both men, and who was a factor in both their meeting and their parting. One of the most fascinating studies of genius ever written—amazing in its sympathetic insight. A large volume beautifully illustrated with drawings, portraits and manuscripts. Coming April 1st. Price \$5.00

HARPER & BROTHERS, 49 East 33rd Street, New York

On March 28th
TWO BOMBSHELLS
 will be released from
 the House of DUTTON

Books by well-known writers that will provoke immediate and turbulent controversy in the press and among the public. Books that will win a host of adherents and a host of enemies—and both classes will be buyers!



There is enough DYNAMITE
 in this book
 to blow our whole society
 to bits!

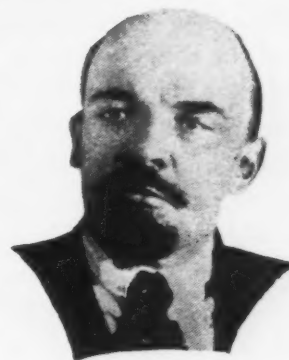
THE TRAGEDIES OF PROGRESS

By Gina Lombroso

"The Tragedies of Progress" is a violent attack on the evils of industrialism. It undermines the bases of our machine age, exploding one myth after another with facts, figures, arguments and anecdotes. She challenges every reader to decide whether industrialism is worth the price we must pay for it.

Gina Lombroso is the daughter of the great Italian criminologist and the wife of Guglielmo Ferrero, the famous historian. She is best-known in the scientific world for her startling "The Advantages of Degeneration" and in America for "The Soul Of Woman" which was widely read and discussed a few years ago. She is now making a lecture tour throughout the United States. Watch for her appearance and attendant publicity in your city.

\$3.75



LENIN: GOD OF THE GODLESS

By Ferdinand Ossendowski
 Author of "Beasts, Men, and Gods"

What sort of man was this Red Napoleon of Russia? What were his exploits, doctrines, methods, and ambitions? Why is he worshipped by millions and hated by half a world?

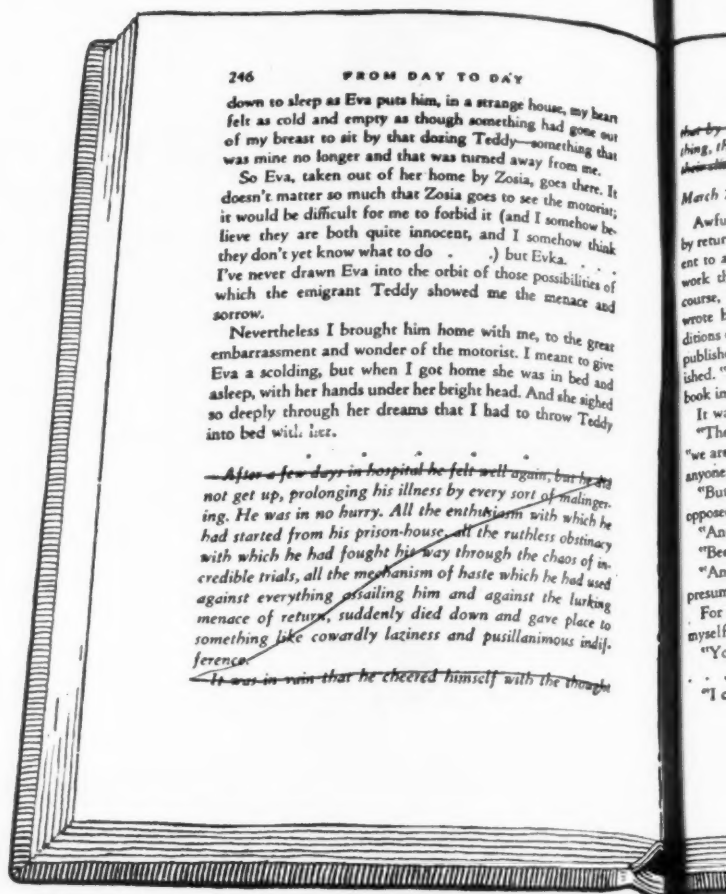
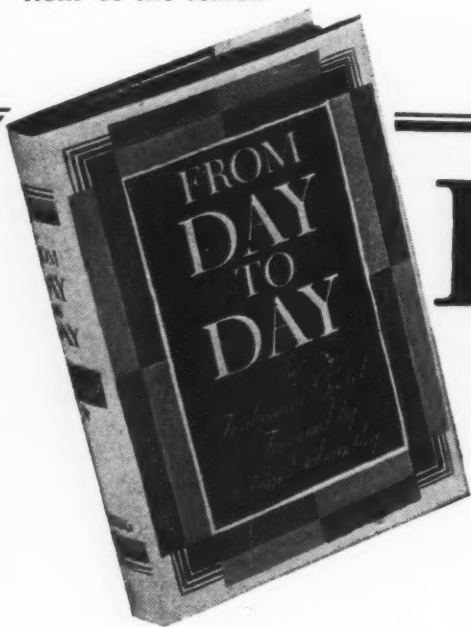
All these burning questions are answered in Ossendowski's masterly, unsparing portrait of Lenin. The privileged few who have read the book before publication are emphatic in acclaiming it. Professor William J. Rose of Dartmouth College, says: "The theme is one which only a master should presume to handle and Ossendowski has not failed his readers." And Michael Williams, Editor of *The Commonwealth*, writes, "No book of the many I have read dealing with Bolshevism gives so vivid a picture of the greatest of the world's revolutions and that titanic genius, Lenin."

This biography has been *timed* to sell. It comes at the height of American interest in the Russian experiment. It will pay you to display it.

\$3.75

It may even start a NEW STYLE in Novels

This moving story of a famous author's love for three women has a form wholly new to fiction. The author is writing an autobiographical novel—the tale of his love for a girl of the Russian steppes. He is also keeping a diary—day to day accounts of his growing estrangement from his wife, of his gradual succumbing to the sensuous poetess, of his oddly assorted friends. One sees a man's past and present run side by side without recourse to clumsy "throwbacks", without for a moment halting the speed of the narrative. As he writes and crosses out and rewrites, the novel grows before our eyes, each portion of it reproduced in the book. Interspersed between these portions are the leaves from his diary. So simple is this device, so uncomplicated and effective that the result is a rapidly moving tale, sure to become one of the major sensations of the season.



Selected by THE LITERARY
PUBLICATION
With a VIKING Promotion
that will

FROM DAY

By FERDYNAND O.
JOHN GALSWORTHY · Translation by

18 East 48th Street · THE VIKING

FROM DAY TO DAY

247

that by arriving where he was he had accomplished every thing, that the meeting he had before him with his wife and the discussion would be merely an easy finale.

March 20th.

Awful day! No leave and no money! My publisher wrote by return that the publishing conditions are too bad at present to allow of his making advances except in the case of work that is quite finished and given in. "And then, of course, only if it is suitable for publication!" The idiot! I wrote back, also by return, that unusual producing conditions oblige me to hand over my manuscripts only to such publishers as can advance me money before the work is finished. "And then, of course, only when they can publish the book in accordance with my demands."

It was all an octave lower with my chier.

"There can be no question of leave, my dear sir," he said; "we are simply submerged in work, as you know better than anyone."

"But you yourself offered me leave a short time ago!" I opposed, for I was wild.

"And you yourself refused it!"

"Because I felt it to be insulting."

"And I feel your present demand to be, let us say—well, presumptuous, going too far. . . ."

For the first time since I've been in the service I constrained myself to humility.

"You haven't quite understood me. I only wanted to ask

. . . I was in such a position"

"I can do nothing for you!"



TERRY GUILD

ON MAY FIRST

otic Campaign

will make it a BEST-SELLER!

AY TO DAY

D GOETEL • Introduction by

slatioy WINIFRED COOPER • \$2.50

VING PRESS • New York City

Every Review a Sales Talk

John Galsworthy's introduction was the opening gun in a bombardment of praise from the English critics. Ferdynand Goetel, the Polish author, has become the most talked about newcomer of the season.

JOHN GALSWORTHY

"A triumph . . . the book is knit together into a whole which pulses with life . . . a writer of great gifts."

FRANK SWINNERTON

"Admirably done . . . vivid and full of feeling . . . jocular, malicious, devastating . . . Mr. Goetel has a story to tell. He has emotional power. He can create. He has produced a very modern book. . . . The people in it are penetratingly understood. They amuse, they rouse the imagination."

THE BOOKFINDER

"A great book . . . everybody who reads it will marvel. . . Full of those things which a man wants when he reads."

E. F. BENSON

"A book of great distinction and beauty."

R. S. FORMAN in the Bookman

"Not only one of the most remarkable stories published for a long time, but a totally new form of fiction."

EVERYMAN

"An exciting book, deep and moving."

L. A. G. STRONG in The Spectator

"The theme is powerful, the emotion savage and deep, the characters clear and varied. A book of exceptional interest, which seems richer the longer one thinks about it."

Corey Ford [John Riddell]
says—

"Congratulations on Mr. Jay Franklin's *What This Country Needs*—a grand job. The fact that I happen to agree with about 101% of what he says may account for my enthusiasm for this book; it does not influence my complete admiration for his flashing style, his independence of thought, his originality and imagination and courage. I have never said it before because it is a stupid sort of Henry-Fordish thing to say: but this book, by some act of Congress, should be made compulsory reading in every school in America. *What This Country Needs*, I am convinced, is Jay Franklin for President."

Ready March 23—\$3.50

WHAT THIS COUNTRY NEEDS • BY JAY FRANKLIN

The complete story of this famous case and of the astounding conspiracy which brought France to the verge of disaster has never before been told in English. Jacques Kayser, a nephew of Captain Dreyfus, has here written the first completely documented and authoritative history of his uncle's martyrdom. Fully illustrated.

Ready March 30—\$5.00

The DREYFUS AFFAIR by Jacques Kayser

COVICI • FRIEDE • PUBLISHERS • 386 Fourth Avenue • New York



ALFRED · A · KNOPF



**ANNOUNCES FOR PUBLICATION ON
MARCH 27th**

A New Novel by the author of THE LOVELY SHIP

A RICHER DUST

BY STORM JAMESON

Miss Jameson concludes the life story of Mary Hervey, the spirited Victorian of *The Lovely Ship* and *The Voyage Home*, in her most brilliant novel. \$3.00

The Revelations of a Medium

THE VOICE TRIUMPHANT

BY MRS. CECIL M. COOK

Thousands of Mrs. Cook's devoted followers await this volume of her experiences and observations during almost 30 years, embracing more than 30,000 seances and private sittings. \$3.00

By the author of THE UNCELESTIAL CITY

EARLY POEMS

BY HUMBERT WOLFE

This important English poet has included in his collection, the famous *Shylock Reasons with Mr. Chesterton* and *London Pseudo-Sonnets*. \$2.50

Invaluable to Students of Adolescent Psychology

FIFTY-FIVE "BAD" BOYS

BY SAMUEL W. HARTWELL, M. D.

With an Introduction by WILLIAM HEALY, M. D.

The modern psychiatric technique for the treatment of problem children discussed not only abstractly, but in terms of 55 case histories. 5½" x 8¼". \$3.50

The Perfect Garden Book

WHAT GREATER DELIGHT

BY DULCIE L. SMITH

With an Introduction by MRS. FRANCIS KING

Not only much practical information on garden tools, design, greenhouses, but delightful discussions of the weather, birds and country life by a gardener known on both sides of the Atlantic. With 12 illustrations. \$2.50

A Children's Book for Easter

TINKA, MINKA AND LINKA

TOLD AND ILLUSTRATED IN COLOR

BY CHARLOTTE LEDERER

A gay picture book, with exquisite illustrations by a well-known Hungarian artist, describing the celebration of an Easter festival in a Hungarian village.

Ages: 5-8. \$1.75

An Exposé of the European Nudist Movement

AMONG THE NUDISTS

BY FRANCES AND MASON MERRILL

The naked colonies of France and Germany which are attracting so much attention in this country are described in detail, together with their moral and æsthetic aspects, in this unique account by a young American couple who visited them. With 21 illustrations. 5½" x 8¾", 252pp., \$3.00

An Iconoclastic Portrait of an Emperor

NAPOLEON

BY WERNER HEGEMANN

Anatole France, Stresemann, Frank Harris, Thomas Mann, Emil Ludwig and the American millionaire, Manfred Ellis, dissect the great Corsican with brutal frankness. 5¾" x 8¾", 525pp. \$5.00

A Story of Murder by the Murderer

**TO THE
GALLOWS I MUST GO**

BY T. S. MATTHEWS

This astonishing first novel is a psychological study of murder which reveals the processes of a man's mind as he comes under a woman's criminal influence. \$2.00

"The Present Candidate for The Nobel Prize"

THE BLIND MAN

BY OLAV DUUN

Translated from the Norwegian by ARTHUR G. CHATER

The above statement by Sigrid Undset about Duun is justified by his saga of Norwegian peasant life, *The People of Juvik*, of which this is the second part. \$2.50

A Companion to The Evolution of Modern Marriage

THE FAMILY

BY DR. F. MÜLLER-LYER

A distinguished sociologist traces the complete history of the family from the Early Tribal phase to the present. 5¾" x 8¾", 402pp., \$6.00

The Ideal Book on Drawing

DRAW ANIMALS

BY ADOLFO BEST-MAUGARD

The author of *A Method of Creative Design* teaches a new, easy method of learning to draw four animals: the horse, stag, dog and lioness. Ages 8 and up. \$1.50

ALFRED · A · KNOPF · 730 FIFTH AVE · N · Y.

How Good is Your Judgment?

Here is a chance to find out. Tell us which of the

McBRIDE DOLLAR TRAVEL BOOKS

will, in your opinion, have the largest sale before May 15th (publication date March 20th) and why.

The booksellers, picking what they believe will be the best seller of the twenty and, in twenty-five or more words, telling their reason for thinking it will be so, will be awarded prizes as follows:

PRIZES for the best reasons

1st Prize—100 copies assorted Dollar Travel Books	
2nd " 75 " " " " "	
3rd Prize—60 Books	7th Prize—20 Books
4th " 50 "	8th " 15 "
5th " 40 "	9th " 10 "
6th " 30 "	10th " 5 "

Have You a Sense of Humor?

Special prizes for the funniest reason, in twenty-five or more words why one selected book will sell best, will be awarded as follows:

1st Prize—50 copies assorted Dollar Travel Books
2nd " 25 " " " " "

From season to season we plan to add additional books to the series and would like your judgment as to what type of book has the greatest potential sale. It will also be interesting to know what the consensus of opinion is, in advance, as to the best seller.

HERE ARE THE TITLES

- | | |
|---|---|
| 1 THE CALL OF ENGLAND by H. V. Morton | 11 SPANISH TOWNS AND PEOPLE by Robert Medill McBride |
| 2 WHEN YOU GO TO LONDON by H. V. Morton | 12 COME WITH ME THROUGH ITALY by Frank Schoonmaker |
| 3 HERE'S IRELAND by Harold Speakman | 13 PLANNING A TRIP ABROAD by Edward Hungerford |
| 4 FRANCE FROM SEA TO SEA by Arthur Stanley Riggs | 14 THROUGH EUROPE ON TWO DOLLARS A DAY by Frank Schoonmaker |
| 5 COME WITH ME THROUGH FRANCE by Frank Schoonmaker | 15 FINDING THE WORTH WHILE IN EUROPE by Albert B. Osborne |
| 6 THE PARIS THAT'S NOT IN THE GUIDE BOOKS by Basil Woon | 16 TOWNS OF DESTINY by Hilaire Belloc |
| 7 RIVIERA TOWNS by Herbert Adams Gibbons | 17 BAGHDAD AND POINTS EAST by Robert J. Casey |
| 8 ALONG THE PYRENEES by Paul Wilstach | 18 IN COLDEST AFRICA by Carveth Wells |
| 9 ISLANDS OF THE MEDITERRANEAN by Paul Wilstach | 19 THE OUT TRAIL by Mary Roberts Rinehart |
| 10 SEA AND SARDINIA by D. H. Lawrence | 20 UNDER THE SKY IN CALIFORNIA by Charles Francis Saunders |

The most popular book is anyone's guess. Your judgment is as good as ours—or better . . . We have five or six favorites but judging from our experience at the races and in the stock market we are unreliable . . . We may not be able to pick the winner but we do know that these books are meeting with a tremendous advance demand and will have a smashing sale this spring.

There are no conditions to this contest other than that all opinions must be from booksellers, and only one from each house, written on the business paper of the dealer, and must be received or postmarked not later than April 10th. Bulletins showing the standing of the twenty books in the order of their sales to date will be published in the *Publishers' Weekly* between April 15th and May 15th. The winners of the competition will be announced in the *Publishers' Weekly* of May 23rd.

Robert M. McBride & Co., 7 West 16th Street, New York

ROBERT GORDON ANDERSON

"Bob" Anderson, who used to travel for Bobbs-Merrill and then for Putnam's, and who has written alone and in collaboration, more than one best seller, records the genesis of

An American Family Abroad

"One day in May, 1929, I was lunching at the club in New York—at the Round Table, to be precise—where all sorts of men who do things foregather. Among the others at the table were Bob McBride, publisher, and Dick Glaenser, editor.

"We happened to be talking about summer plans, Europe and what not. My oldest girl was ready for College, my boy liked art, and my wife needed a rest. As I talked about these things, Bob McBride asked: 'To what college are you going to send your girl?'"

"The University of the World," I replied. "I hope to take them abroad for a year."

"How old are they?" asked Dick Glaenser.

"My girl is seventeen," I said, "the boy, fourteen, and little Margot is eight."

"I saw Dick's eyes gleam. 'Five slants,' he said, 'counting parents. Great chance for a book. Europe through the eyes of children, youths and grown-ups.'"

"The idea hit me between the eyes. 'Yes. The world through five pairs of eyes. And we won't go a la Ritz, either, but live like the natives—eat, study, work, shop, play, get our hair cut, our shoes soled, our appendices out, their way.'"

"Publisher Bob had the idea instantly, for he knows Europe upside down and what travel can mean to any thoughtful person. 'Good stuff,' he said. 'Arrange for your passage and I'll take the book.'"

"It was the best year I ever had and the best thing I ever did for my family. Living with the French people, knowing and understanding them; contact with people of other races; the fountain heads of history at our elbows; the greatest of the art and architecture of the world. And fun all the time. Those are just a few of the things. It was a grand year."

Robert Gordon Anderson.



"... hit me between the eyes"

In this intensely human book you will follow the experiences and adventures of the Andersons with unflagging interest. It is the drama of a family finding Paris and "finding themselves," an insight into the lives of the French, humor, human interest and the best kind of intimate guide to Paris.

Ready April 3rd. \$3.50

Galileo Searcher of the Heavens

by Emile Namer

He established the first principles of dynamics . . . He developed the first telescope . . . He discovered that the Milky Way was not a heavenly stream crossed by souls after death but a myriad of lesser stars . . . He discovered that the Moon was a dead world . . . He devised the means of measuring celestial distances . . . He revealed the secrets of the heavens to a skeptical world . . . He was treated like Dr. Cook . . . He was threatened with the stake by the Inquisition for teaching that the sun stood still . . . Picture Edison in the Congo trying to persuade the Pygmies that the incandescent lamp is a simple fact and you have the position of Galileo . . . Here is an astounding biography of a Colossus of Science, one of the world's greatest—and most human—figures.

Ready March 27th. \$3.50

Sea Loot

by A. D. Divine

A group of ex-naval officers seize an ultra-modern destroyer and, as gentlemen pirates, raid the sea lanes—a plot staggering in its audacity yet plausible to the last detail . . . A tale to make Count von Luckner wonder if he did not miss several tricks . . . We submit "Sea Loot" as the season's most gorgeous adventure story.

Ready March 27th. \$2.00

Robert M. McBride & Co., 7 West 16th Street, New York

*It's 'there' because***IT'S THERE!**

SINGLE LADY

BY

JOHN MONK SAUNDERS

"SINGLE LADY" tells the exciting and romantic story of Nikki, the girl who walked back from *The Temple of Venus* (if you know your Paris), kept turtles in her tub and four ex-fliers on her string (and you know fliers). If there's a gayer, madder, more thrilling novel this Spring than "SINGLE LADY" you'll have to build a wing on the library.

"SINGLE LADY" has everything!—romance, adventure, sophistication, Paris, Madrid, gigolos, bull-fighters, Kiss-Me-Quicks and Marxian Wit (the Harpo variety). It's there, lady, it's *THERE!*

PUBLISHED MARCH 20th

\$2.00**BREWER, WARREN & PUTNAM****NEW YORK**

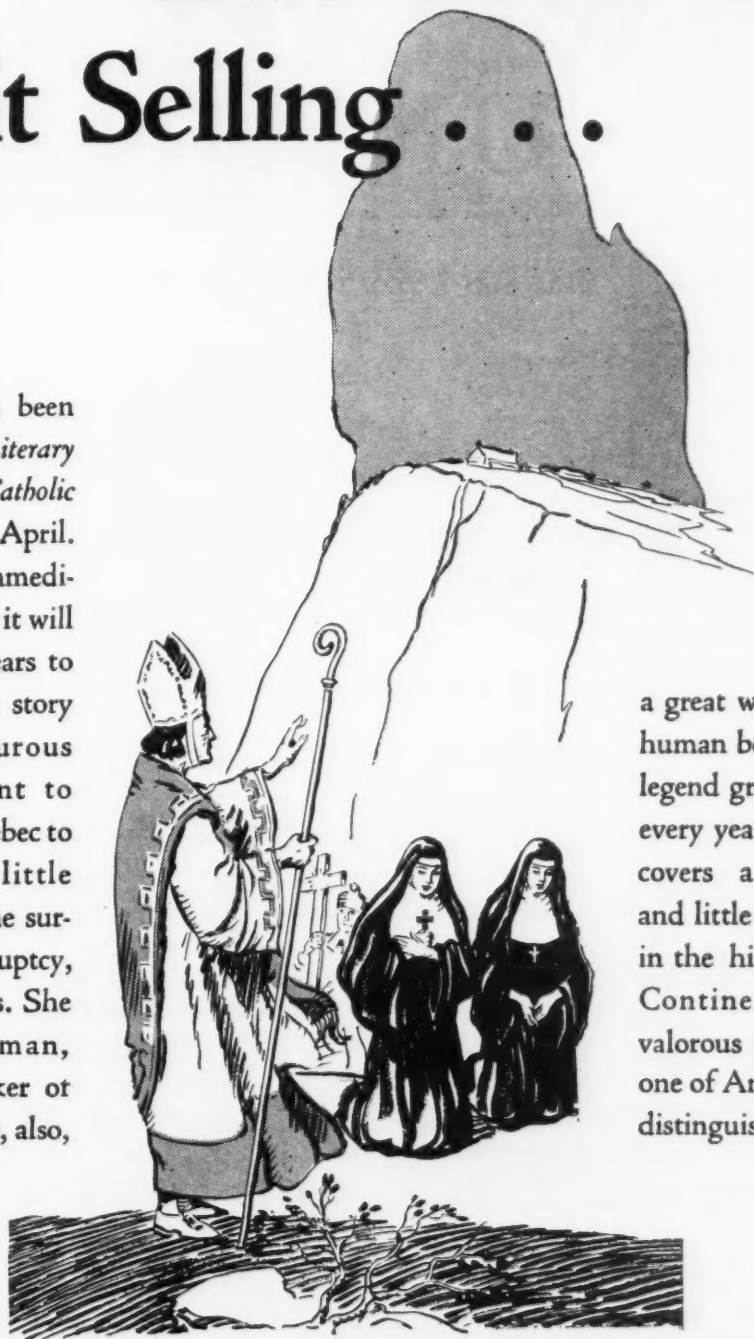
★

388 pages of *IT*—that something that makes a little Bookstore

bigger and a big Bookstore forget the aspirin-hamonrye trade.

Two Book Clubs start it Selling . . .

This book has been selected by the *Literary Guild* and the *Catholic Book Club* for April. That gives it immediate impetus. But it will sell for many years to come. It is the story of an adventurous nun. She went to snowbound Quebec to help civilize little Indian girls. She survived fire, bankruptcy, and Indian raids. She was a statesman, mystic and maker of history. She was, also,



a great woman and a human being. . . Her legend grows stronger every year. Her story covers a fascinating and little known page in the history of our Continent. It is a valorous chronicle by one of America's most distinguished authors.

Mère Marie of the Ursulines *A Study in Adventure* by AGNES REPPLIER

It has all the sales possibilities of Louis Hémon's *Maria Chapdelaine* and her own *Père Marquette*. Coming April 3rd. \$2.50. DOUBLEDAY, DORAN

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

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NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

NAV27 NEW YORK MAR 21 1931 1209P

TO THE BOOKSELLERS

BEHOLD AMERICA CRASHED INTO THE NEWS COLUMNS TWO DAYS
 AGO AND IS ALREADY A BEST SELLER IN NEW YORK AND CHICAGO
 STOP IT IS A SHOCKING BOOK DASH SHOCKING TO CONSERVATIVES
 AND STANDPATTERS BUT AN INSPIRATION AND A PROGRAM FOR
 PEOPLE WHO WANT A BETTER AMERICA STOP EDITED BY SAMUEL
 SCHMALHAUSEN AND WRITTEN BY HARRY ELMER BARNES JOSEPH
 JASTROW JOHN HAYNES HOLMES AND THIRTY OTHER LEADERS OF
 LIBERAL THOUGHT STOP READ BEHOLD AMERICA YOURSELF AND
 YOU CANNOT FAIL TO SELL IT STOP ON MARCH 30 WE ARE
 PUBLISHING GIN AND BITTERS A NOVEL BY AN ENGLISH AUTHOR
 WHO CALLS HIMSELF QUOTE A RIPOSTE UNQUOTE A NOVEL ABOUT
 A NOVELIST WHO WRITES NOVELS ABOUT OTHER NOVELISTS AND
 WE WILL LET YOU GUESS WHO IS MEANT STOP IT IS BRIGHT
 AMUSING AND DEVASTATING STOP ALREADY CAUSING GREAT
 EXCITEMENT IN ENGLAND AND HERE

FARRAR & RINEHART

FOR APRIL 17th

GALLOPING DOWN

BY BRAINERD BECKWITH



Brainerd Beckwith—
the greatest "discovery"
in the field of
romance in many a
year.

For six hundred years the Kilgannons of Ireland had loved three things—the heart of a horse, the body of a woman, and the neck of a bottle. This mad-paced, galloping story, set in Ireland and British Columbia, tells of the battle between Michael Kilgannon, the last of the grand drinking barons, and his son Rory, as to whose method of life shall prevail.

OLD VERSUS NEW

Michael and Rory—the old order and the new—are magnificent creations, characters you can grip by the hand without breaking. Their story, and that of the women who love them, is like a fair breeze in the doldrums of fiction. \$2.00

• THE CENTURY CO. •

Publishers of The New Century Dictionary

353 Fourth Ave., New York

SUCCESS—Popularity of *My Husband's Friends* brings Katherine Bellamann golden offers sought by all eager new novelists. Women's magazines offer contracts for short stories; two newspaper syndicates bidding for a daily feature on feminine matters. Motion picture producers, too, recognize a need for her shrewd feminine writing. Her publishers find high pleasure in her statement that the novel which will succeed *My Husband's Friends* (now racing through a third large printing) comes before all these flattering offers.

BOYHOOD—Parker Fillmore's *Yesterday Morning* considered by book reviewers as one of the literary discoveries of the new season. It is, we feel, the type story of an American boy and his family which we have been awaiting for years. "Mr. Fillmore writes quietly," says the *Herald-Tribune Books*, "but his is the kind of writing that hits you when you least expect it and the kind of book you do not forget." We shall have more to say of the "discovery" of *Yesterday Morning* later.

COOPER—Critics and host of alert readers await the publication of Henry Walcott Boynton's full-length portrait of the man *James Fenimore Cooper* (May 8th). For the first time since his death this outstanding figure among American novelists emerges as a fascinating flesh and blood character. Mr. Boynton has drawn his material from intimate documents in the possession of the Cooper family, material heretofore unavailable to Cooper biographers. Calendars should be marked; for the publication of *James Fenimore Cooper* means a red-letter day in modern biography.

JORDAN—Travelers report that booksellers share our enthusiasm over Elizabeth Jordan's return to the non-mystery novel in *The Four-flusher*. Bets indicate that deciding vote from public next week will put Miss Jordan's latest in the best-seller class. Sales Department expects to set new record for Jordan sales with *The Four-flusher*. Which means stiff going in view of sales of her preceding books: *The Night Club Mystery* and *The Devil and the Deep Sea*. Exceptional points in favor of this novel for summer reading may do the trick.

DYNAMITE?—Lucien Lehman, a Frenchman residing here for more than five years, writes a vitriolic criticism of American men, women, movies, prohibition, race prejudice, etc. Publishers' attorneys, fearful of libel, tackled the manuscript and now release it to the printer. But the dynamite, in the words of one reader, is still there! *The American Illusion* will be published on April 17th. Watch for stimulating discussion of it in reviews, editorials, etc. The French press accepts it whole. American readers may offer dissenting opinions. M. Lehman shall have his say!

VISITOR—Cable from London announces that Julian Duguid (pronounced "Dew-gid") author of *Green Hell* will arrive in New York during the first week in April. *Green Hell* will be published April 17th. He will spend two weeks here before sailing for South America to join the Matto Grosso expedition. Meanwhile, mail brings hearty endorsements from the hundred authors, explorers and critics who have read advance copies of *Green Hell*. Says Idwal Jones (N. Y. American): "the best work on South America since Hudson's!" See later reports.



THUNDER OVER EUROPE

By **E. ALEXANDER POWELL**

Author of

"THE LAST HOME OF MYSTERY," "EMBATTLED BORDERS," etc.

Turns the flood-light on the smoldering storm centers of Europe. In the most sensational book he has ever written, Colonel Powell reveals the secret aims of Soviet Russia; the significance of the Hitlerite movement in Germany; the real causes of friction between Italy and France; the dynamite-laden questions of the border countries, and many other matters of grave import. His startling story tears away the veil of propaganda that has been so cunningly hung between the American public and vital European developments.

ILLUSTRATED, \$3.50

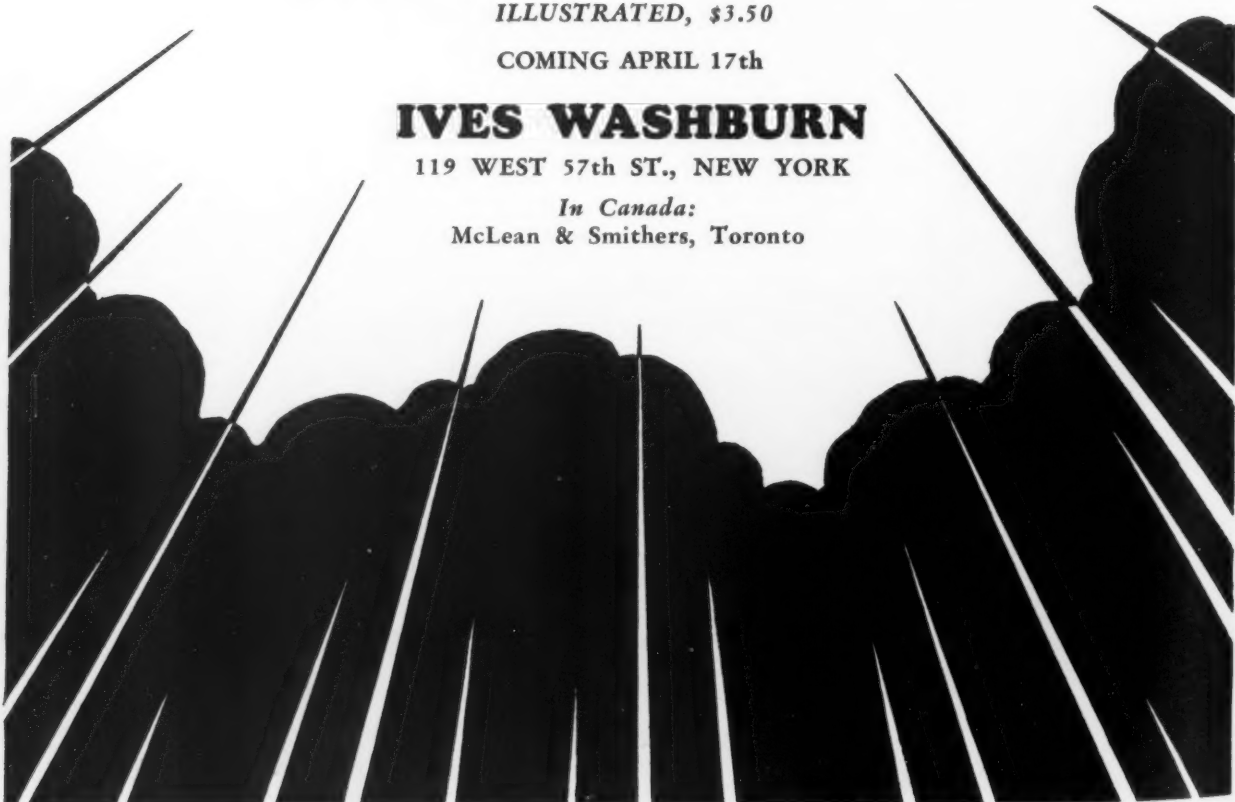
COMING APRIL 17th

IVES WASHBURN

119 WEST 57th ST., NEW YORK

In Canada:

McLean & Smithers, Toronto



Announcement

On April 1, 1931, we will become the sole representatives in the United States of "The Studio" Limited of London. All Studio publications will be supplied exclusively by us from the above date.

THE STUDIO magazine of London, which for the past four years has been incorporated in CREATIVE ART, will be published by us in the United States under the title of ATELIER. Except for the titles, both the English and American editions will be identical.

We are glad to take this opportunity to make known to the trade, both on behalf of "The Studio" and ourselves, our appreciation of the generous reception which the Studio publications have been accorded in this country.

WILLIAM EDWIN RUDGE, Publisher
475 Fifth Avenue - - - - New York

The Donham Plan Now

BUSI

Is our present economic order on trial?

Was the prosperity of the last decade an illusion?

Must unemployment be a permanent problem?

What does insecurity of employment cost?

Is your industry keyed down to probable consumption?

Can the capitalistic system meet the challenge of the present crisis?

How will Russian success affect the rest of the world?

What desperate competitors must we fear?

Should we cancel the war debts and why?

Is the vigorous expansion of foreign trade a threat to our economic well-being?

What is wrong with free trade?

Why should we strengthen western Europe?

Why has France suffered so little in the present crisis?

Can business really plan ahead?

How can business be saved?

These are among the questions to which this book offers an answer.

A PLAN FOR AMERICAN BUSINESS

by

W. B. DONHAM

With an Introduction by
ALFRED NORTH WHITEHEAD

•

One of the most
important contributions
to business thinking
of this generation

•

TO BE PUBLISHED
MARCH 27th

PRICE \$2.50

WHITTLESEY HOUSE

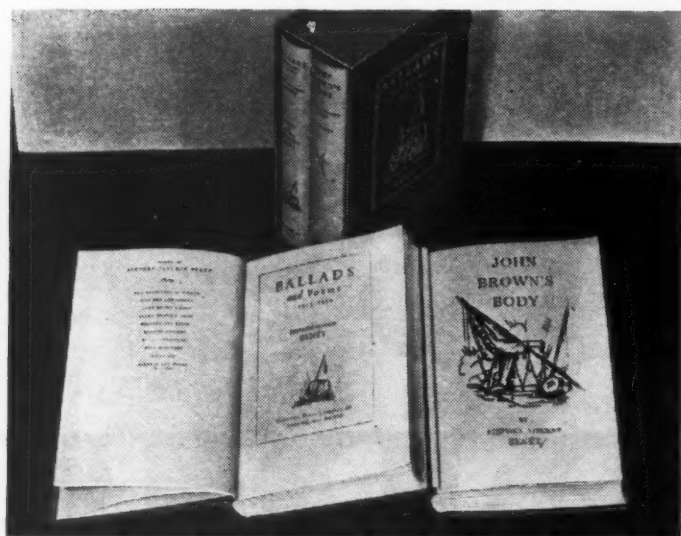
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Now Ready in Book Form!

BUSINESS ADRIFT

THE dean of the Graduate School of Business Administration, Harvard University, a business man of wide experience, looks squarely at our disorganized business structure and analyzes the problems we must meet and solve during the coming generation. Without sentimentality, without resorting to alarmist tactics, he presents all the facts which threaten the economic well-being of America and the world. The challenge of Russia, the fallacy of excessive dependence upon foreign trade, the need for an intelligent plan to meet changing business conditions are among the outstanding features of his discussion.

This is an arresting book, a thoughtful uncompromising book, which not merely diagnoses our commercial ills, but prescribes an intelligent plan for curing them. It should be read by every man who recognizes the obligation to understand the causes of our present depression and to do his share in preventing a repetition of it. It will arouse controversy—It will provoke discussion—It will sell!



"The most readable of poets"

What they said about **JOHN BROWN'S BODY**

"The story gallops
ahead."

—Harry Hansen

"Long may it burn.
Its soul goes
marching on."

—Christopher
Morley

"A library of story-
telling—vivid, va-
ried, electric."

—Henry Seidel
Canby

says Howard Mumford Jones of *Stephen Vincent Benét*. He is first of all a poet to be read—aloud, preferably, to catch the tense, dramatic swing of his verse.

Show any book-lover a few lines from "the Congressmen came out to see Bull Run"—or "The Ballad of William Sycamore"—or "American Names," that magnificent lyric which glorifies all "snakeskin titles of bullet towns."

Then show him *John Brown's Body* and *Ballads and Poems 1915-1930*, attractively boxed together in this Authoritative Edition, and we venture to predict he will be quickly sold.

Selected and edited by Mr. Benét himself, including a number of poems never before published. Ready at once. Order now. \$5.00 the set, or \$2.50 each.

What they are saying about **BALLADS AND POEMS**

"He can spin out a
tale as naturally as
did the early bal-
lad singers."

—N. Y. Herald
Tribune

"His romantic and
colorful fables sing
with the pure me-
tallic tingle of a
sword-blade or a
tuning-fork."

—Book-of-the-
Month Club News



I. JOHN BROWN'S BODY II. BALLADS AND POEMS



by *Stephen Vincent Benét*

DOUBLEDAY, DORAN



A period of sixty crowded, rushing years were spanned by Judith Falconer's life. She married a gambler in an Oklahoma frontier town at seventeen, lived through the Galveston hurricane, was plunged into the maelstrom of New York just before the war. Through many crises with her scamp of a husband she was carried by a nobility of spirit which will endear her to everyone who reads this story of her adventurous journey.

A Book and a Date to be Remembered

GAMBLER'S WIFE---A Novel

By Elizabeth Gertrude Stern

THE MACMILLAN COMPANY

::

MARCH 31

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\$2.50

A Quick-Selling Profit Maker

The Revised HOYLE

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CONTRACT BRIDGE

This book has always led as a staple best-seller!

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HAPPY MEMORIES—Gay modernistic blue binding, printed in blue, boxed in blue—with much of the appeal of a far more expensive book. \$1.25

MY SCHOOL JOURNAL—A beautiful gift—novelty bindings of red, green, blue and purple cloth, \$1.75; Fabrikoid \$2.50

CLASSMATES AND MEMORIES, CLASS MEMORIES, MEMORIES OF MY SCHOOL DAYS, STUDENT DAYS, CLASS RECORD BOOK, MY GRADUATION BOOK, MY MEMORY BOOK, MY FRIENDS AND MEMORIES—all in novelty bindings that are appealingly gay and distinctively original.

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cables

Mr. KROCH

CLASS OF SERVICE This is a full-rate Cablegram unless its deferred character is indicated by a suitable sign preceding the address.	WESTERN UNION CABLEGRAM BY DIRECT WIRE		SIGNS Full-Rate Cablegram LCO Deferred Cablegram NLT Night Letter WLT Week-End Letter
	NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE PRESIDENT		

NK2 CABLE=LONDON 18 MAR 14 1931
 WLT DOUBLEDAY DORAN=
 GARDENCITY (NY)=
 TWO PRISONERS MARVELOUS NOVEL QUALITY EQUALS ALL QUIET
 SHIP CHICAGO ONE HUNDRED COPIES=
 KROCH.848A.

This novel justifies Mr. Kroch's enthusiasm. It is a revealing, sometimes shocking story of how war maddens men—and women. It is an *All Quiet* of far behind-the-lines—the first novel to be translated from Hungary's foremost novelist and winner of that country's equivalent of our Pulitzer Prize. \$2.50—Apr. 3—DOUBLEDAY, DORAN

TWO PRISONERS

by Lajos Zilagy



**"I recommend the reading
of this inspiring book*
to every ambitious bookseller"**

—A. Kroch

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less trade discount

March 21, 1931

1565

Publication **Order immediately—from us** Publication
Date **or** Date
April 3rd **your favorite wholesale house** April 3rd

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Moon

in American
journalism.
Bankers and
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Chorines and

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Musical Comedy
Queens, and every
other variety of the
homo boobus pecu-
liar to Broadway,

career gallantly through the 320 pages of this modern Odyssey in which the author acts as his own inimitable *Ulysses*.

Hellinger, the ace of American columnists, has created an amazing portrait of our civilization as we are living it today. Every chapter is a complete story, with its own thrill and its own whimsey. By introducing to you nearly two hundred people, who remain etched indelibly in your brain, he tells vividly, fearlessly, and with undaunted humor the incidents of one of the most adventurous careers

Broadway

The Novelist, CLEMENT WOOD says of it:

"It is that rare type of fiction which deeply permeates the heart of the reader even while it amuses him. From his prologue entitled State of Maine Express, MOON OVER BROADWAY whirls with the tremendous, but well calculated speed of the Twentieth Century Limited through 320 pages of astounding narrative to a Finale entitled TRUE LOVE which seems to wind up not only a book but a vista of a whole civilization."

ORDER THE BOOK IN QUANTITY
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Hellinger's Vitaphone appearances have endeared him to millions of people. His daily columns helped to build up the circulations of scores of newspapers throughout the country—for he is syndicated everywhere. And his MOON OVER BROADWAY is likely to develop into a sensational seller.

Printed beautifully in two colors on Ticonderoga laid paper, in a large volume 6½ by 9½ inches, with a jacket in three bright colors, the book will sell for only

TWO DOLLARS AND A HALF A COPY

William Faro, Inc., Two Hundred Broadway, New York City

Attention, Bookstores and Libraries!

MARK VAN DOREN says: "Of the several versions of *Faust* which have appeared in the present century Alice Raphael's is, I think, the best in its combination of fidelity and form. . . . The reader may be assured that he hears the poem as Goethe, standing on the other side of his interpreter, wanted him to hear it."

PROFESSOR CARL F. SCHREIBER, of the German Department of Yale University, writes: "Alice Raphael has the mark of *Faust* upon her, for she felt her way into the spirit of the immortal poem, before she resorted to scholarship to convince herself that what she had felt was not her creation, but a faithful reproduction of the original."

WALDO FRANK: "An adequate translation because it is a superbly vigorous work of poetry in its own right. The German masterpiece has been naturalized, I suspect for the first time, in our own literature."

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PROFESSOR ALLEN W. PORTERFIELD: "In all essentials it is the best translation of *Faust*."

AMERICAN MERCURY: "There are more than forty versions of Goethe's masterpiece in English. The present one by Miss Alice Raphael is perhaps the best one that has yet been done."

NEW REPUBLIC: "One of the best English translations of the first part of Goethe's *Faust*."

Goethe's FAUST

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Introduction by Mark Van Doren . . . Woodcuts by Lynd Ward . . .

Regular edition, \$2.50 . . . De luxe, \$10.00



JONATHAN CAPE & HARRISON SMITH
139 East Forty-Sixth Street . . . New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MARCH 21, 1931

A World of Opportunity

Herschel Brickell

Head of the Trade Department of Henry Holt & Company

THINGS have been happening in the New York sector of the world of book-reviewing since that last sad day when the most famous Page Opposite Editorial in America made its farewell appearance, adorned with many publishers' advertisements. Doubtless the advertising managers of the other newspapers in town shared the grief of the rest of us over the *World's* passing but they hardly paused for a good cry before beginning to lay plans to capture some of the business that had flowed in a steady stream to the neighborhood of Harry Hansen's "The First Reader."

Rumors flew thick and fast about the future of Mr. Hansen, but there was not time for a full crop to develop before it had been announced that he had moved into the *World-Telegram*, taking a berth on another P.O.E., with Elsie McCormick, who sometimes writes on books herself, as his nearest neighbor. Mr. Hansen's first move was to organize a mid-week book page, the first in the city, and one more step toward the spreading of book news over the week, instead of concentrating it all in week-ends.

While this was going on, the *Herald-Tribune*, which some months ago instituted a daily column, with Isabel Paterson and Lewis Gannett alternating as its conductor, cleared a page of all other advertising and added a daily department of news about books, called "Literary Notes." Simultaneously, the *Evening Post* also cleaned up a page, moving William Soskin's "Books on Our Table" to the right-

hand side of the page, where it could be near advertising matter, and adding a column of gossip about books and authors, entitled "Items About Books," with Mr. Soskin as conductor.

Then, as a part of a widespread campaign to catch some of the *World's* high-brow circulation, and naturally enough, some of its advertising, William Randolph Hearst's *American* announced that it had collected a group of stars of the first magnitude, and would institute a Page Opposite Editorial. (The make-up of the *World* page has been followed as exactly as possible.) Burton Rascoe is editor of the page, and has revived his famous "Day-Book." Charles Hanson Towne alternates with Mr. Rascoe, his column being entitled "Books and Things." Their supporting stars are Deems Taylor, Gilbert W. Gabriel, Idwal Jones, Shermund of the *New Yorker*, and others. No change has as yet been made in the book layout of the *Sunday American*, Mr. Jones continuing his two columns.

As a sort of climax to all these maneuvers, attended, it may well be said, by new line-ups of advertising solicitors, whose duty it is to "sell" all this brilliant array of talent, the *Sun* announced that Laurence Stallings had been lured from the tranquility of his Southern barony, and would once more take up the grind of turning out book columns, this time, four a week, Tuesday, Wednesday, Thursday and Friday. It was Mr. Stallings, of course, who started the trend of reader-interest and advertising toward the *World's* page, with



Burton Rascoe

his vigorous and outspoken "First Reader." There have been wise-cracks in plenty about these activities, one of the best being Mr. Hansen's, who said: "The *Sun* has called out the marines," when it was announced that Mr. Stallings would return to work.

It is safe enough to say that never in the history of New York newspapers has so much space been given to book reviews and news about books and authors as at this moment. Here is a picture of the situation: The *Times* stands pat up to now on its Sunday section, although there are rumors as this article is being written that a daily column is under consideration, with a famous novelist as its conductor; the *Tribune* gives around three columns a day, plus "Books" on Sunday; the *American's* program has been outlined; the *Sun* has a column a day; including Mr. Stallings' contributions, a page or pages on Friday, and a page on Saturday; the *Post* three columns a day and a page on Saturday; and the *World-Telegram*, Mr. Hansen's wide-measure column, a column of gossip, and incidental reviews every day, and a mid-week page.

Not so many years ago there were just

two book columns in town, Mr. Stallings' and another written by H. B. in the *Evening Post*! What a change! Part of the movement has gone on steadily and quietly over a long period, and part of the expansion in the amount of space given to books is attributable to the editorial opinion that people in New York are interested in books. Part of the movement is attributable to the steadily increasing concentration of advertising in New York newspapers, and it is fair to say that the anxiety of advertising managers to get as much of a cut as possible of the *World's* plum-cake has been responsible for the present excitement. The desire to hold readers and to acquire new ones cannot be overlooked, to be sure, but that old Page Opposite Editorial has haunted many an advertising manager's dreams for years. . . .

And so, in the midst of a season that can hardly be called the most prosperous publishing has ever known, publishers find themselves almost overwhelmed by the flattery of all this attention. If publicity alone can sell books, we may look for a sudden revival; certainly if any one were lucky enough to have a book receive a broadside it should get going, and prove hard to stop. Readers cannot escape book news except by turning to the tabloids, and even in one of these—the *Graphic*—there, Louis Sobol occasionally advises his followers to "clap calloused mitts for a tome that has been royalled" by so-and-so, and Gilbert Seldes turns aside from the drama to comment on literature.

What will be the result of the many shifts and changes that have taken place within a brief space of two weeks or a little more? The publisher's advertising manager who consoled himself for the loss of the *World's* Page Opposite with the thought that the problem of how to divide his dollar was simplified, finds himself more confused than ever. It is, after all, a question of how to divide the dollar, unless, may Heaven grant it, all the efforts of the newspapers to arouse interest in books result in furnishing the publisher with another dollar. That is to say, the total volume of publishers' advertising is not subject to much variation from year to year, and so the present problem is one of allocation or reallocation.

The influence of gregariousness will have an important bearing on the final resting

place of the *World's* bulk of business. Publishers like to see their advertising with the advertising of other publishers; at times they follow this policy to the point at which small space is worthless in one newspaper and other papers with good book-reviews and excellent circulation are overlooked entirely. There has been a strong tendency toward concentration, anyway—concentration in a few media, and in a few cities. Will this tendency draw advertising away from the Sunday supplements with their national circulation and their appeal to dealers?

It is much too soon to say what will happen in this respect; the whole situation is chaotic, and several months must pass before we shall know just what the exact results of the upheaval will be. The *Times* is making a drive for daily advertising of books, especially on Saturday, and will no doubt continue its efforts along these lines, although without the *quid pro quo* that the other newspapers are offering in the way of space devoted to books, its space salesmen are going to find their work cut out for them, in spite of powerful class-circulation arguments.

Concentration within bounds seems to this observer a perfectly sound policy. No



Harry Hansen

publisher can risk spreading his advertising appropriation too thin, nor can he afford at present, at any rate, to spend money in unprofitable territory in the hope of getting new business. He must be able to make a showing somewhere for the sake of his authors and the booksellers; not to mention the possible advantage of occasionally persuading some one to buy a book. But over-concentration in New York daily newspapers, whatever their advantages, to the neglect of literary weeklies and Sunday book supplements with national circulation, would seem to me a mistake we might all live to regret.

The publishing business is concentrated in New York and Boston, and both cities buy books, but there is more of America, and from the point of view of the ideal, the outlook would be brighter if important newspapers in all American cities were retaining brilliant critics and reviewers—one might look upon the movement as the first light of a new day in our culture. Although Fanny Butcher, we hear, starts a daily column this week in the *Chicago Tribune*, as a beginning. This is not an ideal world; but for the present, at least, books are in the center of the spotlight in New York. And a merry advertising war is on, which we are all privileged to enjoy as keenly interested spectators.



Laurence Stallings

I Sell "The Greek Way"

Dr. Mabel S. Ulrich

Mabel Ulrich's Book and Print Shops, Minneapolis, Minn.

I HAVE been asked by the *Publishers' Weekly* to describe for them how I sold over 100 copies of Edith Hamilton's "The Greek Way" in a few weeks. The answer is exceedingly simple. A unique book, personal enthusiasm, the co-operation of the publisher.

The book appealed to me tremendously. Dealing with a subject which has already been created hundreds of times, it nevertheless contrived to revive that ancient scene with such thrilling colors, such lusty vividness as I had scarcely met before in a book of its scholarly workmanship. Added to that, it suggested throughout a means of social salvation which I can describe only as truly civilized. Altogether a book which could be happily sold to both high-brow and medium-brow and to both sexes alike. But not alone was there the book's intrinsic worth. I was cooperating—and this is important—with a publisher for whose policies, editorial and bookshop, I had the greatest respect. In other words my heart was undivided, and no one was more surprised than I when I was told how many copies I had sold.

I can see the smile of patronizing tolerance with which the efficient merchandising chief will, if he bothers at all, read the above simple paragraphs. But wait.

Recently another book has appeared for which I again felt mounting enthusiasm. It dealt with the theater. Now by dint of considerable effort I have built up a comprehensive list of playreaders and persons interested in stage art generally. (I am told by one publisher that I sold more of one play than any other bookseller in the country—again quite unconsciously.) I, therefore, enthusiastically welcomed this cheaper edition of a most valuable book with plans for its distribution. Almost immediately I found that the book had been offered and sold by its publisher to one of my very good customers at practically the same discount I received. The customer

was an instructor at the university; the defense of the publisher that this price was in lieu of an "educational" edition, etc. But let us deal not with reasons but with results. The instructor has many friends and followers. Precisely the same book could be obtained through the university for \$1.75 less than I charged. Price-cutting, however noble its excuse, had done its work. As for me all my interest in pushing the book flattened right out. Certainly I stock it and gladly sell it to all who ask for it. I feel no special resentment. But I am no longer interested and in all honesty I forget to mention it to my customers.

Again—long before I was urged by the Booksellers' Association to have a "special interest" file I had built up a fairly good one. In it was the name of a mild humanity-loving man whose passion was fire-arms. Twice I sent him on approval books on his adored subject, each time to have them returned with the courteous statement that he had already been solicited by the publisher and had ordered them (postpaid) weeks before. I removed his name from my files. Precisely the same thing happened with my "special interests" again and again; with an expensive work on Chinese art, with one on birds, with the biography of a famous physician after I had circularized an entire alumnae association. (In passing I wish to state that Bobbs-Merrill alone of all the publishers has referred to my shop orders for which I have directly "gone out.") At this time I shall say nothing of the less frequent offer of one publisher to send books to my customers not only postpaid but on approval as well.

Now I know by heart every argument put forth for the defense of this competition. I fully agree that since there are districts with no booksellers at all, and others with none worthy of the name, the publisher owes it to his author and to him-

self to help put the book across in these regions. But no amount of rationalization can convince me that he is justified in entering the field of a bookseller who is bending every effort in not only his own interest but in that of the publisher as well. No longer do I listen with sympathy to the complaint that only a few booksellers are alive to their opportunities. I understand too well now after nine years how even the liveliest enthusiasm can slump into a passive acceptance.

Freely I admit that it is very doubtful if the amount I could have made on any or all of these books would have paid a fraction of what I owed to their publishers. But, in modern parlance, it is the psychological phase of the subject we are discussing. My point is simply that competing with one's own wholesaler is, apart from all economic angles, a frustrating, interest-destroying business. (Imagine if you can the agent of an exclusive shoe finding that his best customers were able to buy their shoes more cheaply and more conveniently from the factory direct!)

Fair competition with your fellow booksellers is all to the good. It puts you on your toes as does a game of chess. But competing with your publisher is one of the things which takes your heart out of the game, and unless your heart is in it, there is nothing at all to bookselling.

What has all this to do with selling "The Greek Way"? The bearing is a negative one. It is only this—that had the publisher of that truly fine book offered it to even one of my customers at a reduced price, or in a pleasant form which would have avoided the necessity of a bookshop, the effect on my *hinter*-conscious (if you like) would have been such that I would have sold the book to a few choice friends and then forgotten all but my own pleasure in it. As it was I had the fun of introducing a hitherto unknown author to an apparently imposing number of enthusiastic and lasting admirers, of working with a publisher who not only played with me but had never competed with me—and of being asked to write an article for the *Publishers' Weekly*!

When Books Were Low Priced

Don C. Seitz

Associate Editor of "The Churchman," author of "The Dreadful Decade," etc.

THE booklist of Ticknor and Fields, noted Boston publishers, for 1859, lies before me. It reveals some interesting things in the way of prices. These are all amazingly low when measured by present-day standards. Henry W. Longfellow's "Poetical Works," in two volumes, was priced \$2. Walter Scott's Illustrated Household Edition, could he had at 75 cents per volume. "Poems" by Oliver Wendell Holmes, "with a fine portrait" is listed at \$1, with "Astrea" printed on "fancy paper," at 25 cents. Two volumes of Tennyson cost \$2. Charles Reade's novels were 75 cents each, all save "White Lies," at \$1.25. "De Quincey's Works" were offered at 75 cents per volume. All these were in the neat brown binding that has since made the Ticknor & Fields books

precious to collectors. Longfellow's "Song of Hiawatha" was put out at \$1.

Think of Nathaniel Hawthorne's "Scarlet Letter" at 75 cents! Only "The House of the Seven Gables" cost more—\$1. "Tanglewood Tales" that delight of children was 88 cents. All others 75. James Russell Lowell's "Complete Poetical Works, in Blue and Gold," two volumes, was supplied at \$1.50. "The Biglow Papers" in a new edition, 63 cents; "A Fable for Critics" 50 cents; "Sir Launfal" 25 cents. John G. Whittier poems in a "pocket" edition was sold at \$1.50 for two volumes; other Whittier items ran from 50 to 75 cents. Captain Mayne Reid, in his first vogue, was supplied at 75 cents a tale. His titles were surely alluring: "The Plant Hunters,"

"The Desert Home," "The Boy Hunters," "The Young Voyageurs," "The Forest Exiles," "The Bush Boys," "The Young Yagers" and "Ran Away to Sea; an Autobiography for Boys."

Richard Henry Stoddard's "Songs of Summer" shone at 75 cents. His "Adventures in Fairy Land" was the same, but his Poems were to be had for 63 cents. F. W. Robertson's "Sermons" in four series were \$1 each. "Grace Greenwood" was popular at the period, but \$1.25 was the highest value of any work bearing her name. She was a profuse producer. Julia Ward Howe's books ranged from 50 to 75 cents. Alice Cary's verse in one 16mo cost \$1. Her sister Phoebe's efforts were 25 cents less. Think of "Walden: or, Life in the Woods," by Henry D. Thoreau, at \$1! Horace Mann's "Thoughts for a Young Man," were valued at 25 cents. "To Cuba and Back," by Richard Henry Dana, author of "Two Years Before the Mast," was a 75-center. Incidentally the latter title in the list has sold up to \$1,400 for a single copy though Harper & Brothers after much bargaining, gave Dana but \$250 for complete copy-right rights!

Curiously Goldsmith's "Vicar of Wakefield" in an illustrated edition was sold at \$3, the highest-priced item in the list. The next in height were William Wordsworth's "Biography," Charles Sumner's "Orations and Speeches," Goethe's "Wilhelm Meister," and Mary Russell Mitford's "Our Village," at \$2.50 each. John G. Saxe's "Poems" were 63 cents in boards, 75 in cloth. Numbers of poets were furnished at 63 cents, including an early volume in 16mo, by Paul Hamilton Hayne. Fanny Kemble's verse reached \$1. "Tom Brown at Rugby," was a popular dollar book.

All these were well bound and beautifully printed on a high grade of paper. Those fortunate enough to possess copies find them fresh at this distant day. The titles bespeak their classic quality; yet they were best sellers. Why were they furnished so cheaply? Well, for one thing the publishers of the fifties had small overheads, the crushing factor at the present time. Then printing costs were low. Printers were paid about one fifth their present wages. Presswork was economical. The old Isaac Adams bed-and-platen

power press required little make-ready and the use of dampened paper gave a beautiful result. Bookstores were far more plentiful in proportion than they are now, and strangely enough there was a considerable constituency of people who had good taste and bought books for their literary quality!

In contrast with the style and prices noted is a comparison made from listings found in the general catalog published by R. W. Carroll of Cincinnati, in 1865, for the information of the booktrade. The war between the States had intervened with a radical effect on prices. These were as a rule doubled. Size also grew, the octavo coming into vogue, in its several variations. Fiction rose to \$1.50 and \$2 per volume. That of the American brand was limited to a few writers. J. M. Ingraham's enormously popular "Prince of the House of David" and other books of a religious cast sold for \$2. Its foremost competitor Maria Cummins' "Lamplighter" was \$1.75. Herman Melville's "Mardi" in two volumes, was priced at \$3; "Moby Dick," a good copy of which now commands \$200 was \$1.75; "Omoo," "Typee," and "Redburn," and "White Jacket," \$1.50 each; "The Refugee" \$2; "Uncle Tom's Cabin," then still the best kind of a best seller, \$1.75. T. S. Arthur's moving tales, such as "Out in the World," and "Nothing but Money" were in the \$1.50 class. A. S. Roe's popular works retailed at \$1.50. The Misses Warner were able to command \$2 for "Queechy," and the "Wide, Wide World." Fenimore Cooper's works, first published in 12mo in fine type, now attained the dignity of illustrations by Felix O. C. Darley and a \$2.50 cost. Horatio Alger, Jr., with his "Ragged Dick," output came along to chase Jacob Abbott's "Rollo" books into the discard among juveniles at \$1.50. Harry Castlemon with his "Frank Nelson" yarns for boys assisted in the process at the same figure. Abbott's publishers made a brave stand at ninety cents but went down before the more spirited competition of the new rivals, though still doing a good trade with Sunday school libraries by supplying twelve volumes of "Rollo's" sugary adventures and innocent cross-examinations of "Uncle George" for \$3.75. Captain Mayne Reid achieved his

enormous success with a score of boys' books at \$1.25.

Thackeray, Dickens, Charles Reade, Wilkie Collins, and Charles Dickens were liberally pirated in America along with Miss Edgeworth, Anthony Trollope and Mrs. Ellen Wood, whose sobful "East Lynne" topped them all. Lord Northcliffe once told me he started six successful story papers with variations of this novel. Prices ranged from \$1.25 to \$1.50. G. P. R. James' procession of Solitary Horsemen were available in quantities at fifty cents each in paper form. Hawthorne had to compete at \$1.50. Victor Hugo's "Les Misérables" cost \$2.50. Bulwer was in the \$1.50 class.

History, in fine volumes, of large size had a large sale. George Bancroft's celebrated "History of the United States," brought \$24 for eight fat volumes: John S. C. Abbott's florid "Napoleon Bonaparte" in two volumes, \$10. J. T. Headley's work on the same came to but \$3.50—also in two volumes. It had a great sale. Nine volumes of Thomas Jefferson came at \$30. Lossing's two volume "Field Book of the American Revolution," profusely illustrated, was \$14.

Travel books enjoyed a boom, led by those on Africa. David Livingstone, the missionary explorer, led many a dollar into the Harpers' till. They charged \$4.50 and \$5 for his books. Captain Mall's "Arctic Researches" was also a good seller at

\$4.50. Ephraim George Squier's "Central America" and "Nicaragua," did well at \$4 each. Burton's "Lake Regions of Central Africa," was cheap at \$3.50.

It will be seen that books were then placed on the level at which they remained until the world-war inflation of costs and the further reduction in the buying power of the dollar pushed the \$1.50 novel up to \$2.50. Strangely enough, the higher-priced books did not advance so ferociously. On the whole books remained cheap and staple for more than a half-century. The present level is not likely to be much deranged. The publishers who thought price reductions in fiction would produce a buying wave were mistaken and have taken in sail. Whether the flood of new volumes, rising last year above ten thousand, will recede remains to be seen. Little, Brown and Dutton announce a curtailment, with the view of putting more steam behind a smaller number in the way of advertising and selling endeavors.

Can mass production keep up with a marked recession in mass buying? The wider sale of books remains an unsolved problem. They have the wholesale and cheap competition of the motion picture and radio, non-existent in the past when prices were lower. Price does not furnish the reason for recession. The book-trade needs a vigorous and unselfish campaign to revive interest in reading as a source of knowledge and entertainment.

In the Bookmarket

THE effectiveness of the radio as a medium for selling books was demonstrated forcibly to *Covici, Friede* by Alexander Woollcott who in his final broadcast over the Columbia Network recommended "The Whistler's Room." The broadcast took place on a Saturday night. By the following Wednesday *Covici, Friede* had received orders for nearly three hundred copies of the book. In this instance the publishers were unable to trace their sales to any other source than that of Mr. Woollcott's talk. The book had been published in January, 1930. Although notified in advance of the broadcast, the publishers did not notify the booksellers or place any

advertising in any publication. Sales up to this time had been at the rate of about thirty copies a month. *Covici, Friede* do not care to state unqualifiedly that in every instance radio reviews sell books. In the case of "The Whistler's Room" Mr. Woollcott saved his remarks for the final minutes of his broadcast. He explained to his audience that he was leaving the air and wanted to give them one title to remember him by. "The Whistler's Room" by Paul Alverdes is a translation from the German. When it appeared it received unusually fine reviews, and although sales were comparatively mild, they have been steady. ❀ ❀ ❀

A publishing event which ought to in-



Pearl S. Buck, author of "The Good Earth," with one of her children

terest all who have stared unbelieving at Manhattan's two current bids for architectural fame, the Chrysler Building and the Empire State, is the issuing by the *Princeton University Press* of Frank Lloyd Wright's "Modern Architecture." This volume will make its appearance this month. Many Europeans consider Wright America's leading architect and an imaginative designer, whose originality has influenced the whole trend of modern architecture. ❀ ❀ ❀

Books dealing with exploration and its related subjects, such as pioneering, navigation, mountaineering and some of the natural and applied sciences, are now being reviewed in the columns of *The Explorers Journal*, issued quarterly by The Explorers Club, 544 Cathedral Parkway, New York. Books likely to interest the members of this growing club are given short but careful notices. Fourteen books from as many different publishing houses are reviewed in this way in the current issue before us. This department is in care of Dr. Frederick A. Blossom, who is also custodian of the Club's valuable library of some 11,000 works on exploration.

In honor of the centenary of the death of Sir Walter Scott, Oxford University Press will publish in 1932 a book called "The Heart of Scott's Poetry" by John Haynes Holmes. The volume will con-

sist of selections from Scott's poems and an introduction, on the model of Matthew Arnold's famous editions of the selected poems of Wordsworth and Byron. ❀ ❀ ❀

Vachel Lindsay gave a reading of his poems over Station WJZ on Wednesday, March 11, at 10:45 P.M. This is the fortnightly Poems Program of the National Broadcasting Company. Edna St. Vincent Millay, Roy Helton, and Leonie Adams have been previous participants and Carl Sandburg and Leonora Speyer are scheduled for appearance in the near future. Vachel Lindsay's "Selected Poems" has just been published in the *Modern Readers Series* by Macmillan. ❀ ❀ ❀

Pearl S. Buck, author of "The Good Earth," writes her publishers, John Day Co., from Nanking, China: My chief interest has always been people and since I live among Chinese, Chinese people. Asked what they are like I do not know. They are not this and that, but people. I cannot describe them any more than I can my own blood kin. I am too near them and have shared too closely their lives. For this reason I dislike all those writings about the Chinese which make them strange and outlandish and my greatest ambition is to make the people in my books as real as they are to me if I can. Part of my life here has been spent in teaching in the University of Nanking, and at present

we live in an old brick house here in Nanking, and about the house is a big garden which I love and where I work and tinker at trees and flowers. My husband does the vegetables. Here in the garden we work and in summer eat our meals and here our friends come and bring their children to play with ours. I enjoy my neighbors especially. Some of them live in straw thatched huts and some in brick houses and some are government officials and live in mansions. It is all very interesting. Sometimes we go back to America for a few months but just now my husband is very busy writing his next book on land utilization in China and so we must stay for some years." ❀ ❀ ❀

The letters of George Bernard Shaw and the late Ellen Terry, the existence of which only recently became known, will be published next October by *G. P. Putnam's Sons* in New York and London. Shaw and Miss Terry corresponded devotedly for thirty years, and their letters reveal a deep and romantic attachment. Permission to publish the letters was obtained only after two years of intricate negotiations with Mr. Shaw and with Miss Terry's two children, Edith and Gordon Craig. These negotiations were made unusually difficult by the fact that Shaw and Gordon Craig have been engaged for some time in a spirited controversy over their radically opposed theories of the theater. The Shaw-Terry correspondence is being edited by Christopher St. John, English writer and dramatic critic and life-long friend of Ellen Terry. Shaw has prepared a preface for the book in which he discusses Miss Terry's ethical position; the morals of the stage in the '90s as compared with those of today; Miss Terry's theatrical antecedents and his own; his disapproval of Sir Henry Irving and the old Lyceum Theatre; and the rise of the new school of the drama, beginning with Ibsen. ❀ ❀ ❀

"Renée: La Vagabonde," Collette's novel which brought her first recognition as a writer on her own merits—her earlier books were written in collaboration with her husband—is now in its one hundred and twenty-ninth edition in France, but the first English translation was published in this country by *Doubleday, Doran* on March 20th. Author, dancer, actress: in three arts Collette has won fame. In



Frances M. Frost's poems are well known to readers of the "New Yorker," the "Bookman" and the "Yale Review." Houghton Mifflin has just published her "Blue Harvest"

1920, in recognition of her talents the French Government awarded her the rank of Chevalier of the Legion of Honor. ❀ ❀ ❀

Congreve's brilliant satirical comedy "The Way of the World" was lately revived in London by Sir Nigel Playfair with success. Hitherto no complete critical biography of the great Restoration dramatist and wit has yet appeared. *The Oxford University Press* now announces for publication, "William Congreve," by D. Crane Taylor. ❀ ❀ ❀

The identity of George R. Preedy, author of "General Crack" and "The Prince's Darling" has just been disclosed. *He* is a woman who has been masquerading under many pseudonyms, the first of which was Marjorie Bowen, the second, George R. Preedy, the third, Robert Page. Actually she is Mrs. Arthur L. Long and her maiden name was Gabrielle Campbell. ❀ ❀ ❀

The March *Delineator* begins the serial publication of "Half a Loaf" by Grace Hegger Lewis, the first wife of Sinclair Lewis. It is the story of a girl who marries a successful novelist and their unsuccessful marriage.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Congress and Postal Matters

WHEN the Seventy-First Congress had adjourned, it had passed twenty-five measures affecting postal matters which it is estimated will increase the cost of the Department by \$15,000,000 to \$20,000,000, thus offering the probability of further deficits. Two other measures were vetoed by the President, one to increase the salaries of village mail carriers and the other to provide for increased weight of franked mail matter. The Postmaster General had proposed an increase on first class mail matter to $2\frac{1}{2}$ c. an ounce, but no bill was drafted to provide for this. The Department also had discussed a revision upward of parcel post rates, which, according to law, would be within its own jurisdiction without a reference to Congress, but the Senate went on record as saying (whatever its power) that these rates should not be changed without its approval. With the increased cost of postal operation and no increase in revenues, the deficit another year may be still larger, which will make postal matters an urgent issue when Congress open next winter. This is a subject that touches the sensitive pocket nerve.

Reviewing or Publicity

ROBERT GRAVES in his latest book "But It Still Goes On" voices his sentiments on a matter which has been lately receiving much attention, namely book publicity and book reviewing. While Mr. Graves is obviously considering English publicity and reviewing, his remarks seem more than appropriate when applied to the situation as it exists in America.

Mr. Graves has observed that the modern publicity campaign "means trying to persuade the public that, though it is buying a pig in a poke, the pig has at least been taken out and weighed in reputable scales by so-and-so and so-and-so, and that previous pigs from the same poke and weighed in the same scales have always given satisfaction as bacon and sausages." Likewise and as a result, Mr. Graves continues, the reviewers are "more and more harnessed these days to what is called the 'new journalism,' which is the making of everything possible into 'news' so that any extravagant discovery of new work is readily understood merely as an attempt to give news value to a book which the reviewer believes after a hasty glance to be worth reading (if he had the time) or even buying (if he had not been given it free)."

To assume from these statements that the admittedly feeble state of American book reviewing is due to the prevailing overstatement in publishers' promotion campaigns would be an impertinence. But some confirming evidence does not seem to be lacking. Henry Seidel Canby, editor of *The Saturday Review of Literature*, in a recent article finds American reviewers "reluctant," and deplores the lack of more frank and honest speaking. Mr. Canby is of the opinion that "perhaps the blare and ballyhoo of modern book advertising has something to do with this reticence." A kind of double evidence revolves about the lady (or gentleman) who reviews books for a sophisticated New York weekly and who declared not so long ago, "Publicity has a good deal to do with my not reading books." The reviewer in question then devoted approximately one half of his department to humorous comments on books which "I didn't read."

If the wholesale overstatement in book

publicity *has* had an adverse effect on book reviewing, it should not be illogical to suppose that this kind of publicity is only mildly effective in converting people into book buyers. Mr. Graves' conclusion that "what really sells a book is its discovery by unorganized enthusiastic readers who urge their friends to buy it and pride themselves on having made the discovery themselves" is certainly substantiated by hundreds of so-called "belated" best sellers, two recent examples of which are "The Story of San Michele" and "Humanity Uprooted."

Perhaps Mr. Graves' suggestion that the best way to advertise a book might be to print in a single paper a specimen column-length of its contents, has in it the germ of an idea which is not so impractical as it may at first appear.

Books as Dividends

THE Book-of-the-Month Club has a new book bonus plan, and its current promotion states, "We are now distributing free among our subscribers over \$175,000 worth of books.

"This \$175,000 worth of free books represents what we call a 'book dividend.' The Club now buys the right to manufacture its own editions. Because of this quantity printing, a large saving is effected, and as much as possible of this, every month, is set aside in a Book-Dividend Fund. With this fund, whenever it grows large enough, a special edition of some very popular new book, or a fine edition of some older book, which everybody would like to have in his library, is contracted for; for these books are distributed free, as book-dividends, among subscribers.

"'Book-dividends,' of course, cannot be absolutely guaranteed by the Club, any more than a corporation can guarantee cash dividends. They depend, obviously, upon general business conditions, and in particular upon the number of books subscribers take every month. But the present distribution—of books that would total in retail value over \$175,000—shows very strikingly what can be done in this way. The Club feels sanguine that, in 1931, it should be able to distribute between \$7.50 and \$10 worth of free books to every one of its subscribers.

The Putnam Sorrow

IN February of last year George Haven Putnam, "The Major," known to his intimates by his mother's name of Haven, passed away in the fulness of years and of honors. In 1915 his brother and associate as partner, John Bishop Putnam had died. But thereafter seven members of this remarkable family survived until the elder brother's passing. Mrs. Amy Putnam Pinhey had resided abroad for some years, an invalid, the other sisters, Edith and Ruth, crossed to Europe to live with her in her declining years. Edith Putnam passed away last May and in February of this year Mrs. Pinhey died and two weeks later the youngest sister Ruth, herself seventy-four, well known for her books and other literary labors and a director of the Putnam firm. Last week Irving Putnam, the third member of the old firm founded by his father George Palmer Putnam in 1848, passed over to the majority in his eightieth year. Seldom has sorrow been so concentrated within a family and the sympathy of a host of friends goes out to the two who are left, Kingman Putnam, who as an invalid has been in retirement for some years, and Herbert Putnam, Librarian of Congress, whose remarkable administration of that great institution for the past thirty years has made it one of the finest libraries in the world and has won for himself the highest tribute of esteem and admiration throughout the world of books.

Irving Putnam, whose name was a reminder of the friendship of Washington Irving with his friend and publisher, the elder Putnam, was entirely different in character and temperament from the two brothers with whom he was associated in the firm, George Haven, executive, author, publicist, internationally known, and John Bishop, who quietly devoted himself to the manufacturing interest of the firm and especially developed the Knickerbocker Press. Irving, who took charge of the retail interest of the house in the Putnam bookshop, was quick, buoyant, impulsive, of distinct personality in his own field. He passed away as the result of an operation, holding onto life until his wife's return from Europe whither she had been called by the

death of the three sisters. He died the day after she returned.

In the third generation the name of Palmer Putnam is borne by the son of John Bishop Putnam, who was to become the head of the firm in this generation but by family arrangement decided to withdraw and make his future business career with the firm now known as Brewer, Warren & Putnam. The presidency of the firm accordingly passes to Palmer Cosslett Putnam, only son of George Haven Putnam, who though trained as a mining engineer has brought to the financial control of the house keen ability and careful foresight and has associated with him in the publishing business two promising young publishers outside the Putnam family, Melville Minton and Earle H. Balch, the latter a graduate of the Putnam house.

These names bring to mind the several families in the American publishing trade whose names still survive among its leaders, though in the case of the two great firms of Harper & Bros. and D. Appleton & Co. there are no longer associated with them members of the family whose names these leading houses still bear. The firm of Charles Scribner's Sons now includes the third Charles Scribner and the J. B. Lippincott Co. in Philadelphia is headed by a grandson of the original J. W. Lippincott. The house of Dodd, Mead & Co., founded by M. W. Dodd, includes now a member of the fourth generation in the person of Edward H. Dodd, Jr., though no American firm parallels the London house of Murray where the fifth John Murray now comes on the scene.

Production Statistics in New Form

STATISTICS of the year's cumulative totals of book publishing will be a new feature of the monthly Book Production Tables of the *Publishers' Weekly*, the totals for January having appeared on February 21st and the totals for the months of January plus February being printed in this issue. Under this plan comparisons can be easily made with the totals of the same month last year, and with the same two months etc.

So far this year, the *Publishers' Weekly* has received for record an average of 176

books per week as compared to 171 last year; the changes from 1930 are very small in all classification, the wonder being that in many ways the totals follow last year as if the publishers were matching book for book.

Copyright Expires on "Science and Health"

ONE organization that worked indefatigably for the revision of the Copyright Law was the publishing offices of the Christian Science Church, which would have liked to see the adoption of the common system of copyright term, fifty years after the death of the author instead of fifty-six years after publication. This would extend the term of the first edition of "Science and Health," whose fifty-six years will expire on June 6th this year. This legitimate ambition for a church to control the basic book of its religious practice seemed right to Congress, and both in the House and in the Senate this point of view was appreciated. Many Senators would have been glad to vote for the Vestal Bill for this reason as well as for many others. The Bill as passed in the House was going into effect on July 1st, which would not have prevented "Science and Health" from going into the public domain, but in the Senate amendments it was being changed to June 1st. During the final filibuster of the Senator of Oklahoma, which put the seal of defeat on this year's effort for copyright progress, Senator Copeland of New York endeavored to obtain Mr. Thomas' consent to bring up a House joint resolution under which copyright expiring before January 1st, 1935 would be extended to that date. Senator Blaine objected, and the proposal was killed. The first edition of "Science and Health" is not at all the book which Mrs. Eddy developed in the later edition but it is a volume of historical importance now bringing over \$500.

The First of Our Special Spring Sections Featuring Children's Books Will Be in the March 28 issue.

February Best Sellers

TWO novels outstripped all others in sales during February according to the Best Seller List compiled by *Books of the Month*. They were "Back Street" by Fannie Hurst and "Grand Hotel" by Vicki Baum, close together at the top of the list. Two more novels new to the list came in third and fourth places, "Festival" by Struthers Burt and "Reader, I Married Him" by Anne Green, whose first novel, "The Selbys" was a success of last year. "Imperial Palace" went up to fifth place on the list, from eighth in January. The fifth title that was new to the list was "Portrait by Caroline" by Sylvia Thompson.

Other new novels of the season which sold well during February were numerous: "Two Thieves" by Manuel Komroff, "Big Money" by P. G. Wodehouse, "A Jew in Love" by Ben Hecht, "The Love of Julie Borel" by Kathleen Norris, the seventy-five cent edition of "Cimarron," published at about the same time as the opening of the moving picture, "The Last Days of Shylock" by Ludwig Lewisohn, and "House Party" by E. M. Delafield.

After many months "The Story of San Michele" has been forced to second place by a new autobiography, which was third in January, "Education of a Princess." "Hard Lines," Ogden Nash's book of amusing verse made a big leap into best sellerdom, landing in fourth place. The newest popular exponent of contract bridge seems to be Ely Culbertson, for his "Contract Bridge Blue Book" has jumped ahead of all others in sales, reaching sixth place on the list. The popularly priced little handbook, Adams' "Contract Bridge at Sight," which has been a best seller ever since the first of the year, gained one place. The third title new to the non-fiction list is "Boners" by Abingdon, a very funny collection of answers to examination questions.

Other non-fiction titles that came to the fore during February were "The Road to Culture" by Charles G. Shaw, "Lincoln the Man" by Edgar Lee Masters, "The

Science of Man" by Wells, Huxley and Wells, "Coronado's Children" by J. Frank Dobie and the Nineteenth Cross Word Puzzle Book.

Like the former leader of non-fiction, "Hitty" had to yield first place on its list of juvenile best sellers. "A Boy Scout with Byrd" by Paul Siple piled up big sales during February, easily taking first place. A new title was added to the list last month, "Babs" by Faith Baldwin.

FICTION

- Hurst. "Back Street." *Cosmopolitan*, \$2.50
 Baum. "Grand Hotel." *Doubleday, Doran*, \$2.50
 Burt. "Festival." *Scribner*, \$2.50
 Green. "Reader, I Married Him." *Dutton*, \$2.50
 Bennett. "Imperial Palace." *Doubleday, Doran*, \$2.50
 Oppenheim. "Up the Ladder of Gold." *Little, Brown*, \$2.
 Thompson. "Portrait by Caroline." *Little, Brown*, \$2.50
 Maugham. "Cakes and Ale." *Doubleday, Doran*, \$2.
 Grey. "Sunset Pass." *Harper*, \$2.
 Canfield. "The Deepening Stream." *Harcourt, Brace*, \$2.

NON-FICTION

- Marie. "Education of a Princess." *Viking Press*, \$3.50
 Munthe. "The Story of San Michele." *Dutton*, \$3.75
 Byrd. "Little America." *Putnam*, \$5.
 Nash. "Hard Lines." *Simon & Schuster*, \$1.75
 Yeats-Brown. "The Lives of a Bengal Lancer." *Viking Press*, \$2.75
 Culbertson. "Contract Bridge Blue Book." *Bridge World*, \$2.
 Means and Thacker. "The Strange Death of President Harding." *Guild Pub. Corp.*, \$3.50
 Adams. "Contract Bridge at Sight." *Bruce-Roberts*, \$1.
 Abingdon. "Boners." *Viking Press*, \$1.
 Hindus. "Humanity Uprooted." *Cape & Smith*, \$3.

JUVENILE

Siple. "A Boy Scout with Byrd." *Putnam*, \$1.75

Twain. "Tom Sawyer." *Grosset & Dunlap*, 75c.

Field. "Hitty." *Macmillan*, \$2.50

Hillyer. "A Child's History of the World." *Century*, \$3.50

Hillyer. "A Child's Geography of the World." *Century*, \$3.50

Flack. "Angus and the Ducks." *Double-day, Doran*, \$1.

Morrow. "The Painted Pig." *Knopf*, \$2.

Perkins. "The Indian Twins." *Houghton, Mifflin*, \$1.75

Baldwin. "Babs." *Dodd, Mead*, \$2.

Abbott. "Merridy Road." *Lippincott*, \$2.

In and Out of the Corner Office

A NEOFORTEAN rally, under the auspices of Moss and Kamin, booksellers, will be held in the lounge of the George Washington Hotel, 23rd Street and Lexington Avenue, Friday, March 27th, at 8:30 p.m. Alexander King will act as chairman. The subject of the evening will be: "The Dangers of Being a Fortean." There will be no admission charge. ❀ ❀ ❀

James W. Poling, formerly with Alfred A. Knopf in charge of advertising, is now with Henry Holt and Company. ❀ ❀ ❀

"A chair in the Senate was broken in the closing session," says the *New York Times*, "but let no reader hastily conclude that it was broken over the head of a Senator. On the contrary, Mr. Trammell of Florida, a ponderous statesman, sat down too hard, and it collapsed." The book-trade will take a malicious delight in this episode, for Senator Trammell was one of the four Senators who stirred up most of the objection to the passage of the Copyright Bill in this session. We hope the chair broke just as he was sitting down after one of his speeches against the Bill. We only wish it had collapsed a few days before so he would have decided to leave the Senate floor for safer benches in the lobbies. ❀ ❀ ❀

The publications of Argus Books, Chicago, are now available to English customers from Edward P. Gray, 8 Kensington Park Road, London, who will supply them. ❀ ❀ ❀

Samuel A. Jacobs, printer and typographer, is offering complete book designing at absolutely no charge to the buyer. Mr. Jacobs' is established at 3 Milligan Place, New York City. ❀ ❀ ❀

"The Map of Good Stories," which the

Librarian of Syracuse, Paul M. Paine, has issued in revised form from time to time, is again ready, printed in black and white, size 11½ x 16. The map lists stories of current interest whose scenes are laid in every part of the country. The sale of the map is handled for Dr. Paine by F. F. Gates, 602 Euclid Avenue, Syracuse. ❀ ❀ ❀

John David Kidd, commonly called by his middle name to distinguish him from his father, John G. Kidd, of Stewart-Kidd, Cincinnati becomes on April 1st the manager of the book department of W. K. Stewart Company in Indianapolis, Franklin Watts making connections with the book department of L. S. Ayres & Company in the same city. David Kidd has been training himself for his father's business, and has worked during his college vacations in the Cincinnati store. He graduated with a fine record from Harvard a year ago, and has since then been studying the publishing business with Little, Brown & Company in Boston. The general manager of the Stewart store in Indianapolis is Everett F. Agnew, for a long time connected with the firm and who has been in general charge for some years, while W. K. Stewart, the owner, gives his immediate attention to the Stewart store in Louisville. ❀ ❀ ❀

Harry Salpeter, the well-known radio-speaker, author and former literary critic of the *New York World*, will give a series of thirteen book talks over station WMCA, New York, which began Sunday, March 15th at 8:00 p.m. In these fifteen minute talks he will discuss the more important new books. Brentano's, "Booksellers to the World," are sponsors for this series of radio talks.

The Convention Means Business

Ellis W. Meyers

Executive Secretary of the A. B. A.

THE thirty-first annual meeting of the booksellers of this country will be devoted strictly to business. Monday, May 18th, will mark the first of a four-day business conference, during which time booksellers will have an opportunity to discuss the rather difficult situation which confronts the industry and work with their individual and group plans for the building of business.

The Cheney Open Forum

One of the most important gatherings will be an open forum for booksellers and publishers, to be held on Tuesday, during which time O. H. Cheney will preside. Among the numerous subjects which will be brought up for discussion are:

- Accounting set-ups for the bookstore
- Booksellers' display advertising
- Booksellers' mail-order advertising
- Breaking of publication dates
- Catalogs and mailing pieces
- Consignment and protected purchasing
- Coupon advertising
- Merchandising of new fiction
- Merchandising of reprints
- Merchandising of stock items
- Price cutting
- Proportionate costs of various items of overhead
- Publishers' direct solicitation
- Radio advertising

It is expected that not only will Mr. Cheney ask questions of those who are attending, but that he will participate in the discussions and give some of his points of view.

Round Tables

On the following day, the convention will break up into round table groups, which will continue the discussion of the problems, and are expected to work out plans for meeting them. These groups will be under the direction of:

- Richard F. Fuller, Large City Group
- Robert C. Saltmarsh, Small Bookstore Group

Frank L. Magel, Department Store Group

There will, in addition, be the usual College Bookstore and Religious Book Round Tables.

The Publishers

Publishers are cordially invited to attend this convention, and particularly the Open Forum Session of Tuesday. It is believed by all of those with whom this office is in contact that this is one of the most important periods in the history of the industry, and that only through careful study and complete cooperation will it be possible for business to return to normal. The Joint Board of Publishers and Booksellers is about to meet once again for the purpose of working out plans for the future, and those which it will inaugurate will undoubtedly be among the many items brought to the attention of this session. A frank, careful discussion will do much to help both publishers and booksellers.

Entertainment

There will, of course, be a program of entertainment for the hours of relaxation between each business session and the time to retire. On Monday night, there will be a Get-Together Dinner-Dance, and on Thursday night the Banquet and dancing. On Wednesday night, there will be an Authors' Night, open to the public, to be broadcast, we believe at this time, over a national chain. On Tuesday afternoon, the convention will be "taken for a ride" to see the interesting places in Philadelphia and the vicinity.

Don't forget to get a convention fare certificate when purchasing your ticket to Philadelphia. It will entitle you to a 50% reduction on your return fare.

MAKE ARRANGEMENTS NOW TO ATTEND THE THIRTY-FIRST ANNUAL CONVENTION OF THE AMERICAN BOOKSELLERS ASSOCIATION, MAY 18-21, HOTEL BELLEVUE-STRATFORD, PHILADELPHIA.

The Colophon

THE fifth number of *The Colophon*, The American quarterly for collectors, has been delivered to its 3,000 subscribers, thus beginning a second year of this periodical. The cover design of this issue is a beautiful example of the work of Will Dwiggins, and the printing of various sections has been done by various printing houses, including the Village Press of the Goudys, William Edwin Rudge, the Marchbanks Press, Walpole Printing Office, and others.

Booksellers will enjoy the little essay by A. Edward Newton in memory of "Ned" Champion, the famous Philadelphia bookseller who died last year. One of the delightful characters in the field of book-selling, a man of quick wit and of pungent story that will cause him to be remembered for many years. Mr. Newton tells of the days when he first knew Champion, the days when booksellers of Philadelphia and others were trying to make a profit out of buying books at 90c., and selling them for \$1.10.

For the collectors of American first editions Theodore Dreiser tells the story of the first publication of "Sister Carrie" and how it came about that only 100 copies were put into circulation and that those went to editorial desks.

Dr. Pierce Butler of the Newberry Library, Chicago, tells how to make money out of book collecting, and every real collector will know in advance that this is a humorous tale and not a simon pure recipe.

Charles W. Chesnutt, one of the first of the colored race to get into print, tells of his first experiences and of the friendly help given to him by Houghton Mifflin and Walter Hines Page, then editor of the *Atlantic Monthly*.

W. A. Kittredge of the Lakeside Press, Chicago, describes the work of Rudolph Ruzicka, with a bibliography, and the article is accompanied by five reproductions of the artist's work. The bibliography begins with "A Portfolio of Prints," 1908, and ends with "Walden," published by the Lakeside Press in 1930.

Frederic Goudy's contribution is the printing of an article on "The Devices of the Early Italian Printers" by Carlo Castellani, and Elizabeth Robins Pennell contributes her article on "William Ernest

Henley, Lover of the Art of Book-Making." William Ivins, Jr., of the Metropolitan Museum writes on "Daumier," with a bibliography of his more important books, and Paul Johnston, author of "Biblio Typographica," has contributed an article on "Collecting Prospectuses."

Treasury Lifts Ban on Five Books

THE Treasury Department announced, last week, that under the tariff act of 1930, the ban against the importation of five recognized classics has been lifted. The five books which may now be imported are "The Arabian Nights," "The Memoirs of Casanova," Rabelais' "Gargantua and Pantagruel," "The Decameron of Boccaccio," and "The Golden Ass." Recognized translations may come into the country, although certain translations containing what is regarded as obscene language or with objectionable illustrations will still be banned.

Reprinted Without Leave

ON the list of Dodd, Mead & Company in the *Ebony Library*, the illustrated standard classics which they have been so carefully developing, is an edition of "Zadig" by Voltaire, the illustrations by Henry Keen, full page plates and chapter heads and tail-pieces, a very beautiful piece of work. The edition was printed in England and is therefore not copyrightable in this country. Now the Rarity Press of 100 Fifth Avenue, New York, has pirated this by making a facsimile. In doing so the book has been marked "Copyright 1931, Rarity Press, Inc.," although the book could not be copyrighted under the American law and such a claim of copyright when no copyright exists makes this firm subject to prosecution. Modern offset processes make it possible to make inexpensive reproductions of books, although the type cannot be so clear, but the full page illustrations suffered rather badly in being reproduced. The Rarity Press puts a price of \$15 on the volume as it has printed it, but presumably it would not sell at this price except as bootleg stock, as the imported edition, which is far better printed, can be had from Dodd, Mead for \$6.00.

Until the American Copyright Law is

revised, such piracy is possible, though, in general, the standards of American publishers prevent the lifting of another person's work.

New House Will Publish Books on Bridge and Card Games Only

THE Bridge World, Inc., publishers of the magazine *The Bridge World*, announces that it has entered the book publishing field. It will devote itself exclusively to books on bridge and other card games of skill.

The first book of this new house is now on all best seller lists. It is "Contract Bridge Blue Book," by Ely Culbertson, today's American and International Bridge champion and recognized authority. Mr. Culbertson is also president of The Bridge World, Inc. The second book will be "High Lights of the Forcing System," by Theodore A. Lightner, which will be published on April 27th. Not less than eight books on bridge, and four books on other card games are expected to be on the early fall list of The Bridge World, Inc. All the leading systems of bridge now played in this country will be represented.

It is the purpose of The Bridge World, Inc., to stimulate and promote the bridge and card game book business which has now a turnover of over two million dollars annually. As Mr. Culbertson points out, bridge books know no bad times, as sales records for 1930 show. The first two months of this year show three bridge books on the best seller lists.

Lewis Copeland of Lewis Copeland Company is associated with Mr. Culbertson in this new enterprise. The address of The Bridge World, Inc., is 45 West 45th St., New York.

Lawyer Wins Share of Profits in Harding Book

JOHAN HEZEKIAH LEVY, a lawyer, and his wife Estelle C. Levy, owners of a third of the stock in the Guild Publishing Company, publishers of "The Strange Death of President Harding," won the suit brought by Maurice Fryefield and Joachim Bernadi of the Guild Publishing Company to compel the Levys to give up the stock in the corporation. Levy was engaged by the plaintiffs to give his legal opinion as to the propriety of pub-



The Arthur H. Clark Company's new building in Glendale, Calif. Of Spanish design, the building stands on property 80 by 150 feet

lishing the book, for which he was to receive in payment the stock in question. In the event that he determined that it was dangerous and illegal to publish the book, then he was to receive no compensation for his services. The court implied that had the book failed to appeal to the public to the extent of selling 83,000 copies, the plaintiffs would have been entirely satisfied with the arrangement, and this trial would not have been instituted.

New Publisher

THE Kailas Press, publisher for the India Academy of America, has just been launched at 200 West 57th St., New York City. Its first publication is Pandit Chatterji's "India's Outlook on Life" with a foreword by Professor John Dewey.

Putnam's Book Shop Reorganizes

PUTNAM'S, the famous retail store of the Putnam organization, which was for so many years directed by the late Irving Putnam, is now a separate corporation as organized February 1, 1931, with Edmund W. Putnam, son of Irving Putnam, as President. Associated with Mr. Putnam are Edward De Luce, Walter McGall, Henry G. Giersberg, the latter well known to the publishing and retail trade as having been the buyer for the store for many years.

Book Endorsement Said To Be Forgery

FOLLOWING a complaint from David W. Davis, former Governor of Idaho, that his endorsement of a twelve volume set of the writings of Lincoln is a forgery, Edward I. Aranow, assistant United States attorney in New York, has started an investigation to determine how the sets were sold. The books were sold by the Press Syndicate, a subsidiary of Parke, Auston and Lipscomb, Inc.; and it was said were represented to have had the endorsement of Chief Justice Hughes, Frank D. Waterman, Edward L. Rossiter, David W. Davis and many other prominent men of the business and political worlds. Mr. Davis is an official of the National Lincoln League, the firm which, according to Mr. Aranow, turned over its book plates to the publishing company under a contract which directed that Lincoln Memorial University receive a percentage of the receipts from the

sale of the sets. The University, which is in no way connected with the National Lincoln League, has been endorsed by many of the men, whose signatures, it is charged, have been forged in endorsement of the books.

Investigation is also being made of the sale of a set of books, "The Progress of Nations" which it is said were sold with the representation that a large percentage of the returns were going to the Disabled American Veterans organization.

Women's National Book Association Meeting

A REGULAR meeting of the Women's National Book Association was held on Tuesday evening, March 17th, at 8:15 P.M. at the National Arts Club, 119 East 19th Street. The speakers of the evening were William Nicholls, editor of *The Bookseller and Collector*; Adeline Attwater, author of "The Marriage of Don Quixote," Bobbs-Merrill; M. Coates Webster, author of "Show Boy," Macaulay; and Frederick Powell, author of "Depositors Paid in Full."

The Mohawk Press

A NEW publishing house, the Mohawk Press, Inc., has been established at 350 Madison Avenue, New York City. The firm expects to publish general trade books, both fiction and non-fiction, and also will specialize in undergraduate writings in individual and anthology form. The President is Robert E. Speller, author of "Adam's First Wife," Vice President and Treasurer Everett L. Hackes, formerly of Kennaday and Livingston, Inc., literary agents, one time instructor at Harvard and Michigan Universities, Secretary Richard Lee Phillips, attorney. Sales and Production Manager William Guyer, formerly with the Macaulay Company and in a similar position with Alfred King, Inc. There is an Advisory Editorial Board including Frank Shay, W. Adolphe Roberts, Loyd A. Collins and Stuart Palmer.

Suit Against Eugene O'Neill Charging Plagiarism

A \$2,000,000 plagiarism suit has been brought by Miss Georges Lewys against Eugene O'Neill in an attempt to

prove that the plot of "Strange Interlude" was stolen from her book, "The Temple of Pallas-Athenae." The suit is being tried at the Federal Court under Judge John M. Woolsey in the Woolworth Building, New York City. Miss Lewys claims that her book was submitted to the Theatre Guild and to Boni & Liveright in 1924. T. R. Smith, editorial director for Boni & Liveright, admitted receiving a copy of the book but asserted that the leaves of his copy of "The Temple of Pallas-Athenae" were still uncut. Courtney Lemmon, a former play reader for the Theatre Guild said that he had received a copy of the book and a resume in 1925 but had decided that the book was not suitable for dramatic production and had returned it to Miss Lewys at the Hotel Ansonia. Mr. Lemmon stated that he had not seen Mr. O'Neill for five or six years prior to 1928, when the Guild produced his "Marco's Millions." George Jean Nathan, critic and author, also testified on behalf of Eugene O'Neill, who is now in Europe. He said that he recollected walking up Sixth Avenue with Mr. O'Neill in 1923 and hearing the plan of "Strange Interlude" outlined at that time. Judge Woolsey reserved decision of the case on March 16th, and ordered counsel to submit briefs by next Monday.

Foreign Translations of English Books

THE *Publisher and Bookseller* says in its February 20th issue that "The sale of translation rights in books is a form of export, and it is interesting to note that according to the figures for 1929, published in *Le Droit d'Auteur*, the following numbers of books have been translated from English:—into French, 148; into German, 436; into Italian, 130; into Spanish, 200; into Norwegian, 91; into Danish, 63."

Paper Book Sales in England

AN interesting comparison between the sales of two books by the same author was recently made by Victor Gollancz of Mundanus, Ltd., English publishers. The author in question was Louis Marlow whose latest book "The Lion Took Fright" sold 11,000 copies to the public and 3,000 copies to the libraries as against

some 2,250 to libraries and 750 to the public of his former novel. "The Lion Took Fright" was the first paper novel published by Mundanus, Ltd. Of the second of the cheap novels, "Decent Fellows," about 17,300 have been sold to the public and 2,700 to libraries.

Spanish Magazine

EL LIBRO, a Spanish magazine giving information about American books and allied products and circulated throughout the Hispanic world, has been started at 299 Madison Ave., New York City. Each issue contains an American bibliography, articles on American book production, prominent American authors, reviews of American books, etc. The annual subscription is \$1.

Dreiser Claims Property Right in Title "The Genius"

WARNER BROS. PICTURES INC., have been warned against using "The Genius" as a title for a motion picture which they intend to produce with John Barrymore in the stellar role. Horace Liveright, publishers of Theodore Dreiser's "The Genius," which book has no connection whatsoever with the motion picture, claim that the Dreiser book has had a wide sale and is well known and that the use of the title, therefore, in connection with a photoplay is in violation of their author's copyright and property rights.

Bookseller Wins Prize

THE prize of \$25, which Brewer & Warren offered for the best translation of Thomas Mann's comment on W. E. Süskind's "The Web of Youth" has been awarded to Dr. Auguste Frischmann of the A. & W. Head Bookshop in New Haven, Conn. Each entry was judged by its literary value as well as grammatical correctness. The contest was open to booksellers only. Dr. Frischmann's translation will appear on the jacket of "The Web of Youth," when it is published on April 24th.

Church Bookstores in Conference

THE bookstores of the Presbyterian Church have been holding conference in Indianapolis with Oscar M. Miller of the Philadelphia headquarters presiding.

Discussions among the branch managers of the seven stores covered salesmanship, training of salespeople, catalogs and advertising. The seven stores which sell books of all publishers, church supplies and church periodicals do a business of about \$2,000,000 a year.

Morehouse Issues "The American Missal"

WITH a view of meeting the need experienced by Anglo-Catholic parishes in the Episcopal Church in the United States for a Missal to establish normal usage throughout the country, the Morehouse Publishing Company has issued "The American Missal" with two supplements, "The Book of the Epistles" and "The Book of the Gospels." The supplementary volumes consist only of reprints of the "Missal" and are intended for ceremonial use in the Church.

In announcing the books the publisher explains that up to the present time there has been no American Missal, which has forced parishes desiring a service more elaborate than that afforded in the Book of Common Prayer for their daily masses to use one of the four English Missals. The result has been the development of a wide diversity of custom and usage. While "The American Missal" is not an official

publication of the Church, it will probably become the standard book of American usage. Wherever the Book of Common Prayer provides any special prayer, that is followed in the "Missal," but where no special provision is made, devotions are taken from traditional sources. The volume contains: "The Kalendar, General Rubrics, Tables of Precedence, The Proper of the Season (Advent to Holy Saturday), The Holy Communion, The Ordinary and Canon of the Mass, The Proper of the Season (Easter Day to the Sunday before Advent), The Proper of Saints, The Common of Saints, Votive Masses, Requiem Masses, Collects for Special Occasions and Prayers and Thanksgivings.

The three volumes are uniform quarto, bound in buckram or leather, stamped in gold, with the edges finished in red under-gold. The title-page carries rubricated initials and decorative border. To distinguish the official and obligatory matter, derived from the Book of Common Prayer, these passages have been printed in bold face Antique type. In the Kalendar, all days for which the prayer book provides a mass are printed in rubricated Antique capitals, and all the days implied by the Book of Common Prayer, but for which it provides no proper mass, are printed in Antique capitals and lower case. All



The offices of A. L. Burt Company have been attractively redecorated

black-letter days are printed in ordinary type. Thomas Nelson & Son have done the binding on the fine edition, style X, and are acting as trade representatives for the Morehouse Publishing Company. The books come in four forms: in sheets unbound; red buckram; red morocco; and red levant with prices from \$25 to \$65 for the Missal and half as much for each of the other volumes.

Communications SIDEWALK ADVERTISING

Houghton Mifflin Company
February 12, 1931

Editor, *Publishers' Weekly*:

A very effective form of book advertising employed in New York City a number of years back was to have a double-faced lean-to billboard in the middle of the sidewalk with posters tacked to each side. This was ruled out because of the large crowds.

It seems to me that the same good publicity could be accomplished by putting posters under a thick glass plate in the sidewalk. Since most ground floor booksellers have basements under their sidewalks it would be a very simple matter I think, to arrange to have the posters placed under the thick glass in front of the shops.

Sincerely yours,
WARREN B. KOEHLER.

THE LOUIS CARRIER & ALAN ISLES CO.

Louis Carrier & Alan Isles, Inc.,
Publishers, New York
70 Fifth Ave., March 14, 1931

Editor, *Publishers' Weekly*:

The office of Louis Carrier & Alan Isles, Inc., is now located at 70 Fifth Avenue, fourth floor. Our telephone number is Algonquin 4-5459.

For the convenience of the trade we have purchased the New York stock of Louis Carrier & Co., Ltd., and we are now in a position to supply most of the titles issued by that company, which has gone out of business. We keep our stock at A.B.A. and New York City pickups should be made directly there.

There is confusion in some quarters as to our identity in relation to the old firm of Louis Carrier & Co., Ltd., which, you

will remember, maintained its head office in Montreal, with a branch office in New York.

The Canadian firm of Louis Carrier & Co., Ltd., retired from the American market late in December, 1929. This freed Mr. Isles and myself from our engagements with the Canadian company. In January, 1930, we organized the present company, which was incorporated at Albany in March, 1930. All of our own publications are published over our own imprint, with the exception of a few books which were in process of manufacture when the Canadian company suspended business. These books were taken over and published by us through treaty with the authors, who had regained control of their copyrights.

Sincerely yours,
LOUIS CARRIER

BIBLIOGRAPHY OF GAMALIEL BRADFORD

Jewell F. Stevens Co.,
19 So. La Salle Street,
Chicago, Illinois,
March 6, 1931.

Editor, *Publishers' Weekly*:

I am at work on a bibliography of the books and contributed articles and poems of Gamaliel Bradford.

I will be happy to receive communications from collectors of Gamaliel Bradford with whom I may exchange bibliographical data.

Any of your readers who may have letters or manuscripts of Mr. Bradford's and will loan them to me or who know of early contributed articles will place me much in their debt.

JEWELL F. STEVENS.

Obituary Notes

H. P. N. GAMMEL, SR.

H. P. N. GAMMEL, Sr., the founder of Gammel's Book Store, Inc., Austin, Texas, was born in Greenau, Denmark, Sept. 24, 1854, and died on February 11. He had been actively engaged in the book business for fifty-four years, having first opened his place of business in Austin, in 1877. He was considered an authority on rare books—especially those pertaining to Texas, the West, and Mexico. He was the compiler of Gammel's Laws of Texas, a collection

of the Laws of Texas from 1822 to 1900. This set of books is considered by the lawyers of Texas and elsewhere as the finest source material obtainable on early Texas Laws. From an humble beginning in 1877 to the establishment of one of the largest and finest book stores in the Southwest, Mr. Gammel left this world with a splendid record as a bookman.

The business will continue under Harry P. N. Gammel, Jr., and John L. Gammel, who have been associated with their father in the book business for the past twenty years.



IRVING PUTNAM

On March 12th, Irving Putnam, President of G. P. Putnam's Sons, died at the Medical Center in New York, where he had undergone an operation. Irving Putnam, son of George Palmer Putnam, founder of the firm of Putnam, came into the business on the death of his father in 1871, devoting himself chiefly to the retail bookstore, while his older brother Major George Haven Putnam, who died last year, developed the publishing business, and John Bishop Putnam directed until his death in 1915, the Knickerbocker Press. His younger brother, Dr. Herbert Putnam, is the distinguished Librarian of Congress.

Irving Putnam was born on Staten Island on February 4th, 1852, and attended Amherst College, leaving in his junior year to enter business. Besides conducting the retail business he served on the Board of Directors, and on the death of Major Putnam a year ago became President of the business. His son, Sidney Putnam, has been connected with the publishing business, and another son, Edmund

W. Putnam, is now President of the separately incorporated retail store. His death is the fifth in the Putnam family within a little over a year, including Major Putnam, Edith Grace Putnam, Mrs. Robert W. S. Pinhey and Ruth Putnam, his sisters, the latter well-known for her writings.

Mr. Putnam was devoted to the business and gave it his close attention to the end of his life. He was quick, buoyant, impulsive and unassuming. He was a keen lover of the outdoors and rarely missed a two hour walk each day. His Sundays were usually spent roaming among the highlands of the Hudson.

In 1878 he married Emma Louise Brock, who survives him, together with five children, Sidney, Edmund, Avis (Mrs. Edward Dettner), Brock (Captain Brock Putnam, U. S. A.) and Elizabeth and eight grandchildren.

EDWIN R. PALMER

The Review and Herald Publishing Association announces with profound sorrow the death of its General Manager Edwin R. Palmer, on Thursday, February 12, 1931.

Book Club Selections

BOOK-OF-THE-MONTH CLUB

April—"Men of Art" by Thomas Craven. *Simon & Schuster.*

LITERARY GUILD

April—"Mère Marie of the Ursulines" by Agnes Repplier. *Doubleday.*

THE BOOK LEAGUE OF AMERICA

April—"Flamenco" by Lady Eleanor Smith. *Bobbs-Merrill.*

THE FREETHOUGHT BOOK CLUB

April—"The Roman Catholic Church in the Modern State" by Charles S. Marshall. *Dodd, Mead.*

THE CATHOLIC BOOK CLUB, INC.

April—"Mère Marie of the Ursulines" by Agnes Repplier. *Doubleday.*

THE RELIGIOUS BOOK CLUB

March—"Body, Mind and Spirit" by Worcester and McComb. *Marshall Jones.*

February Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	February, 1931			Feb. 1930	2 mos. 1931	2 mos. 1930
	New Books	New Editions	Totals	Totals	Totals 9 Weeks	Totals 8 Weeks
Philosophy, Ethics	33	1	34	17	60	32
Religion	67	4	71	63	149	118
Sociology, Economics	35	5	40	36	73	76
Law	6	—	6	9	12	14
Education	21	1	22	17	45	24
Philology	15	3	18	14	36	19
Science	11	6	17	31	53	50
Technical Books	15	—	15	20	50	38
Medicine	26	7	33	26	51	40
Agriculture, Gardening	2	—	2	8	8	11
Domestic Economy	2	—	2	2	7	10
Business	16	3	19	15	31	25
Fine Arts	11	1	12	11	22	21
Music	3	1	4	8	20	9
Games, Sports	11	—	11	8	24	19
General Literature	37	5	42	41	81	76
Poetry, Drama	67	1	68	59	119	103
Fiction	147	75	222	211	423	376
Juvenile	38	3	41	25	81	70
History	40	7	47	46	88	68
Geography, Travel	23	2	25	30	46	52
Biography, Genealogy	47	9	56	59	100	104
Miscellaneous	5	2	7	9	10	15
Total	678	136	814	765	1589	1370

For February, 1930, the totals were:

New books	629	New editions	136	Total	765
Increase of	49	No change		Increase	49

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

WHAT'S wrong with America? And what's right? There are a number of books listed this week which would make a provocative display in answer to those questions. "What This Country Needs" by *Franklin*, "Behold America," edited by *Schmalhausen*, "America's Way Out" by *Norman Thomas*, and "Big Town" by *McKee*, all give pictures of modern America, while "American Humor" by *Rourke* and "Christians Only" by *Heywood Broun* and *George Britt*, a study of anti-Jewish prejudice, provide interesting sidelights.

Notable new biographies and autobiographies include "Schopenhauer" by *McGill*, "Men and Memories" by *Rothenstein*, "Stout Cortez" by *Robinson*, the new volume in the "Memoirs of Raymond Poincaré," the dollar edition of *Francis Hackett's* popular "Henry the Eighth," "Paul Gauguin" by *Becker*, "Master of Manhattan," a life of *Richard Croker* by *Stoddard*, "Light-horse Harry Lee" by *Boyd*, "Jane Austen" by *Johnson* and "The Two Carlyles" by *Burdett*.

The bookseller with customers who keep abreast of modern literature will find many buyers for "Aphrodite in Aulis" a new novel by *George Moore*, "Out of Soundings," sketches and stories by *H. M. Tomlinson* and *Mark Van Doren's* long narrative poem about three generations of an American family, "Jonathan Gentry."

Two books by eminent philosophers are

"Reason and Nature" by *Morris R. Cohen* and "A Defence of Philosophy" by *Ralph Barton Perry*. Twenty-three years ago *Dr. Worcester* and *Dr. McComb* wrote "Religion and Medicine," a book which sold nearly 200,000 copies. Their new book continuing the story of their work of spiritual re-adjustment for nervous sufferers is "Body, Mind and Spirit." *Harold Lamb* continues his story of the Crusades in a new volume, "The Flame of Islam." *Boccaccio's* "Decameron" is now ready in the Modern Library edition.

More and more travel books appear on our shelves each week. See *Wright*, "The Bed-Book of Travel," "Adventure under Sapphire Skies," a charming little book of travel in the American Southwest by *Charles J. Finger*, "Corsica the Beautiful" by *Dugmore*, "Japan, Korea and Formosa," a new volume in *Westermann's* "Orbis Terrarum" series, listed under *Trautz*, "Atlantic Circle," *Leonard Outhwaite's* account of his 14,000 mile voyage in a small sailing schooner, and "Jungles Preferred," which gives an account of native life in Africa by a woman who established a medical clinic in the heart of the jungle, *Dr. Janet Miller*.

Note also *Hoffmann's* "Modern Interiors," "Melody and the Lyric" by *Gibbon*, "Modern American and British Plays," under *Tucker*, "Imagism and the Imagists" by *Hughes*, and "Crimes of the Year" by *Gollomb*.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq, obl, nar., designate square, oblong, narrow.

The Weekly Record of March 21, 1931

Aldis, Dorothy Keeley [Mrs. Graham Aldis]

Seven to seven; il. by Margaret Freeman. no p. il. (col.) obl. S [c.'31] N. Y., Minton, Balch bds. \$1.50

A colorful A B C book for youngsters.

Allen, Merritt Parmelee

Sir Henry Morgan, buccaneer. 253p. il., map D [c.'31] N. Y., Century \$2

An historical tale for boys and girls about the life of an Englishman, Sir Henry Morgan who fought on the seas against Spain in the 17th century.

Allen, Rev. Roland Allen

St. Paul's missionary methods; a study of the church in the four provinces. 244p. (bibl. footnotes) O [n.d.] N. Y., Sam'l R. Leland \$2.50

A comparison of Paul's missionary methods with those of the present.

Andersen, Knud

Surf; tr. by Grace Isabel Colbron. 306p. D [c.'31] N. Y., Century \$2

The romance of a rough Danish sailor and a cultured girl.

Applin, Arthur [Julian Swift, pseud.]

Luxury unlimited. 268p. D c. N. Y., Duffield \$2

The rollicking story of the romance of the American Mr. Topkiss, creator of "Topkiss Too Komfort" with the niece of the old Duchess.

Arabian Nights

The book of the thousand nights and one night; rendered from the version of J. C. Mardrus by E. Powys Mathers; 8 v.; new ed. 3615p. il. O [c.'30] N. Y., Dingwall-Rock, 45 W. 45th St. \$87.50; fab., \$66.50

Arndt, William, D.D.

Does the Bible contradict itself; 2nd ed., rev. 142p. D '31 St. Louis, Concordia Pub. House \$1

Ash, Peter

Blazing tumbleweed. 303p. D [c.'31] Phil., Penn \$2

Wayne Harlan has been brought up to believe he had been specially endowed with qualities which placed him above his fellowmen—then he met Jay Wyncoop, who saw through the sham and gave him a glimpse of his real self.

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

The big fellah. 319p. D [c.'31] Garden City, N. Y., Doubleday, Doran \$1

Mary Paget had always been so busy making a home for her father and brother that she thought love had passed her by. A romance laid in a Surrey village.

Bagley, William Chandler

Education, crime, and social progress. 165p. (bibl. footnotes) diagrs. D c. N. Y., Macmillan \$1.20

A plea for the strengthening of certain aspects of popular education in this country, particularly mental discipline, in order to combat increasingly powerful distintegrating social forces.

Bailey, John, ed.

Essays by divers hands. 158p. O (Transactions of Royal Soc. of Lit. of United Kingdom, new ser., v. 9) '30 N. Y., Oxford \$2.50

Barrington, Pamela

White Pierrot. 315p. D [c.'31] N. Y., Sears \$2

A modern love story about the struggle of Anne Trevor between her love for her husband and her infatuation for the White Pierrot, Count Savini, whom she met in a romantic manner in Nice during the carnival.

Becker, Beril

Paul Gauguin, the calm madman. 340p. (4p. bibl.) il. O [c.'31] N. Y., Boni \$3.50

The life of the French painter who started a new art movement with his South Sea paintings.

Belloc, Hilaire

New cautionary tales; il. by N. Bentley. 79p. O c. N. Y., Harper bds. \$1.50

Verses for grown-ups which burlesque moralizing nursery rhymes.

Benedict, Saint, abbot of Monte Cassino

The rule of St. Benedict; tr. into English; a pax book. 107p. T (Manuals of the inner life) ['31] [N. Y.] Macmillan \$1

Bible

The Epistle to the Hebrews; rev. version; introd. and commentary by F. D. V. Naborough. 156p. il., map D (Clarendon Bible) '30 N. Y., Oxford \$1.75

Boccaccio, Giovanni

The decameron; tr. by John Payne. 852p. S ['31] N. Y., Modern Lib. flex. cl. 95 c.

Bose, Sir Jagadis Chunder, ed.

Life movements in plants. 217p. (bibl. footnotes) il., diagrs. O (Transactions of Bose Research Inst., Calcutta, v. 6, 1930-1931) '31 N. Y., Longmans \$7.20

The results of researches in the problems of plant physiology.

Boyd, Thomas

Light-horse Harry Lee. 359p. (5p. bibl.) front. (por.) O c. N. Y., Scribner \$3.50

A biography of the Revolutionary cavalry leader who was the father of Robert E. Lee.

Bradley, Mary Hastings [Mrs. Herbert Edwin Bradley]

Murder in room 700. 254p. D '31, c. '30, '31 N. Y., Appleton \$2

Who murdered Philip Darrow, prominent playwright, in a second-rate Broadway hotel?

Brandeis, Mrs. Madeline

Little Philippe of Belgium. 189p. il. S (Child-life travel b'ks) '30 Chic., A. Flanagan 68 c.

Bills, Elizabeth R.

Beauty secrets; a comedy for five women. 20p. S (Sergel's acting drama) [c.'30] Chic., Dramatic Pub. Co. pap., 35 c.

Breslich, Ernst R.

Teachers' manual to eighth-year mathematics. 27p. D '30 N. Y., Macmillan pap., 20 c.

Brewer, John Marks, and others

Elements of business training; rev. ed. 471p. il. (pt. col.), maps, diagrs. O [c. '31] [Bost.] Ginn \$1.68

Brilioth, Yngve

Eucharistic faith and practice, evangelical and Catholic; tr. by A. G. Herbert. 311p. (bibl. footnotes) O ['30] N. Y., Macmillan \$5

Britton, Lionel

Hunger and love; introd. by Bertrand Russell. 633p. O c. N. Y., Harper bds. \$4
A novel about a London clerk, possessed of a good mind, his groping toward a philosophy and a social theory.

Bronson, Wilfrid Swancourt

Paddlewings, the penguin of Galápagos; il. by the author. 106p. il. (pt. col.), maps (col.) O c. N. Y., Macmillan \$2

In this story of a penguin, the author explains to boys and girls the formation of the strange islands off the west coast of South America and tells about the animal life on them.

Broun, Heywood Campbell, and Britt, George

Christians only; a study in prejudice. 333p. O [c. '31] N. Y., Vanguard \$2.50

Two members of the staff of the New York *World-Telegram* discuss the problem of anti-Jewish prejudice in this country.

Brueckner, Leo J., and others

Mathematics for junior high schools; bk. 3. 470p. D (Winston math. ser.) '31 Phil., Winston \$1.28

Buchholz, Heinrich Ewald [Ezekiel Cheever, pseud.]

Fads and fallacies in present-day education. 214p. il. D c. N. Y., Macmillan \$1.50
Some of the chapters in this book have appeared in *The American Mercury*.

Bunbury, H. W.

Early days in western Australia; being the letters and journal of Lieut. H. W. Bunbury; ed. by Lieut.-Col. W. St. Pierre Bunbury and W. P. Morrell. 220p. il., map D '30 N. Y., Oxford \$3

Burdett, Osbert

The two Carlyles. 319p. (bibl.) il. (pors.) O c. Bost., Houghton \$4
A study of the marriage of Thomas Carlyle and Jane Welsh Carlyle.

Byington, Edwin Hallock, D.D.

The minister's week-day challenge. 234p. D c. N. Y., Richard R. Smith \$2
The task of the modern minister, which is daily growing more comprehensive.

Carlisle, Harry

Darkness at noon. 313p. D c. N. Y., Live-right \$2.50
The tragic story of Red, an English coal-miner whose muscular strength was his only power.

Carlson, Anna Matilda

The heritage of the Bluestem [fiction]. 270p. front. D '30 Kansas City, Mo., Burton Pub. Co. \$2

Caton, A. R., ed.

The key of progress; a survey of the status and conditions of women in India; by several contributors. 262p. D '30 N. Y., Oxford \$3

Cervantes Saavedra, Miguel de

Don Quixote; 2 v. 1056p. il. O (Nonesuch Press) '30 N. Y., Random House lea., \$42, bxd.

Charnley, Mitchell V.

The boys' life of Herbert Hoover. 280p. il. D (Harper's boys' life ser.) c. N. Y., Harper \$2

Cielo, Astra, pseud. [Milton Goldsmith]

Anagrams and word puzzles. 112p. O [n. d.] Springfield, Mass., McLoughlin Bros. \$1

Citizens' Police Committee

Chicago police problems. 300p. (bibl. footnotes) diagrs. O [c. '31] Chic., Univ. of Chic. Press \$3

A survey of the Chicago Police Department and its operation, with principles and suggestions for a future program, applicable to any city.

Clarke, Donald Henderson

Impatient virgin. 313p. D [c. '31] N. Y., Vanguard \$2

The story of Ruth Robbins who came to New York, determined to live her life in her own way.

Cohen, Morris Raphael

Reason and nature; an essay on the meaning of scientific method. 494p. (bibl. footnotes) O [c. '31] N. Y., Harcourt \$5

Cole, F. J.

Early theories of sexual generation. 240p. il. O '30 N. Y., Oxford \$6

Cole, George Douglas Howard, and Cole, Margaret Isabel Postgate

The corpse in the constable's garden. 304p. D '31, c. '30, '31 N. Y., Morrow \$2

Superintendent Wilson of Scotland Yard solves the mystery surrounding the murder of a clergyman whose body was found in the garden of the Chief Constable of Brigshire.

Colette, pseud. [Mme. Gabrielle Claudine Colette de Jouvenal]

Renée la vagabonde [tr. by Charlotte Remfry-Kidd]. 314p. D c. Garden City, N. Y., Doubleday, Doran \$2

The story of a dancer, favorite of the Paris music halls, who loved freedom, after her unhappy years with an artist husband.

Conrad, Joseph

Lord Jim; introd. by J. Donald Adams. 426p. S [c. '99-'31] N. Y., Modern Lib. flex. cl. 95 c.

Brostrom, Olaf

My house and car. 20p. il., diagrs. O (Model plan service ser.) c. '31 Kansas City, Mo., The Studio, 3725 Valentine Rd., pap., 20 c.

Chain store system, (The); resolved that the principle of the chain store system is detrimental to the best interests of the American public. 61p. (3p. bibl.) O [c. '31] N. Y., Noble & Noble pap., \$1

Christensen, Mayme

Christmas week in the primary grades. 63p. il., diagr. S [c. '30] Chic., Dramatic Pub. Co. pap., 40 c.

Connors, J. Hal

Doughboy minstrels; a first part. 19p. S (Sergel's acting drama) [c. '30] Chic., Dramatic Pub. Co. pap., 35 c.

Craven, Frank

"That's gratitude!" a comedy in prologue and three acts. 191p. il., diagr. D c. N. Y., S. French \$2

A play that recently completed a successful season in New York.

Deere, Philip F.

The silver reata; a western story. 253p. D [c.'31] N. Y., Chelsea House 75 c.

Dennis, William Jefferson

Tacna and Arica. 350p. (bibls.) il., maps D (Ganson Goodyear Depew Fund. pub'n) c. New Haven, Conn., Yale \$4

An account of the Chile-Peru boundary dispute and of the arbitrations by the United States.

Deutsch, Hermann B.

The incredible Yanqui; the career of Lee Christmas. 255p. (bibl. footnotes) il., map O c. N. Y., Longmans \$3.50

The true story of an American soldier of fortune and his adventures in Central America.

Dickson, Edith, ed.

Meddlesome Mattie, and other selections from McGuffey's Readers. 57p. il. S (Eclectic ser.—newly improved) [n. d.] N. Y., Harper bds. \$1

An anthology from the four Readers, with illustrations from the original woodcuts.

Dodge, Harry E.

Thinking straight. 147p. D '30 c. N. Y., Ass'n Press \$1.25

Talks with men and boys on religion and healthful living.

Dugmore, Arthur Radclyffe

Corsica the beautiful. 288p. il., map O [n. d.] Bost., Houghton \$5

An impression of the island as it is to-day, and of its history.

Du Maurier, George Louis Palmella Busson

Peter Ibbetson; il. by the author [new ed.]. 430p. D '31, c. '91-'31 N. Y., Harper \$2.50

With an introduction by Deems Taylor, author of the opera based on the novel and produced at the Metropolitan in New York, this winter, and a reproduction of a page of his score.

Dygart, Natta Fisher, and Fisher, Bonnie Lucinda

The perils of food deficiency, and nature's healing bounty. 64p. D [c.'31] Bost., Christopher Pub. House \$1.25

Eidmann, Frank L.

Economic control of engineering and manufacturing. 402p. il. O '31 N. Y., McGraw-Hill \$4

Engelhardt, Fred

Public school organization and administration. 611p. (bibls., bibl. footnotes) il., diagrs. O [c.'31] [Bost.] Ginn \$3.60

By a professor of educational administration at the University of Minnesota.

Etcheverry, Bernard A.

Land drainage and flood protection. 327p. il. O '31 N. Y., McGraw-Hill \$3

Farina, Salvatore

Fra le corde d'un contrabasso; ed. by Elsie Schobinger and Ethel Preston [2nd ed.]. 155p. (bibl.) map S (Univ. of Chic. Italian ser.) [c.'21, '31] Chic., Univ. of Chic. Press \$1.25

Farr, Arthur V.

Getting the job you want. 62p. (bibl.) front. (por.) S [c.'31] N. Y., Amer. Inst. of Educational Research, 25 Beaver St. \$1

Fay, Charles Ryle

Youth and power; the diversions of an economist. 300p. (bibl. footnotes) O '31 N. Y., Longmans \$4.25

An analysis of the economic problems of Great Britain, Canada and the United States.

Fielding, Henry

Journey from this world to the next. 185p. il. O (Golden Cockerel Press) '30 N. Y., Random House \$12

Finger, Charles Joseph

Adventure under sapphire skies. 301p. il., maps D c. N. Y., Morrow \$2.50

An account of the author's leisurely automobile trip from the Ozarks to the Grand Canyon, and from southern Colorado to the Gulf of Mexico.

Fleming, Daniel Johnson

Helping people grow; an application of educational principles to Christian work abroad. 246p. (bibl. footnotes) D c. N. Y., Ass'n Press \$2.50

Studies in foreign mission work.

Folsom, Joseph Kirk

Social psychology. 719p. (bibls.) diagrs. O (Harper's social science ser.) c. N. Y., Harper \$3.50

A textbook in the fundamental principles.

Frankfurter, Felix, ed.

Mr. Justice Holmes. 249p. (bibl. notes) il. (pors.) D [c.'31] N. Y., Coward-McCann buck., \$2.50

A volume in honor of the Supreme Court Justice's 90th birthday, containing articles by Benjamin N. Cardozo, Morris R. Cohen, John Dewey, and eight other distinguished contributors.

Cook, Elisha

No sabe. 28p. D (Sergel's playwright ser.) [c.'17, '30] Chic., Dramatic Pub. Co. pap., apply

Coxe, Warren W. and Soper, Wayne W.

Study of the high school teacher in New York state. 42p. O '31 Albany, N. Y., State Educ. Dept. pap., 15 c.

Dufour, Frank Oliver

Bridge engineering; a manual of practical instruction in the analysis, circulation, and design of steel truss and girder bridges for railroads and highways. 379p. il., diagrs. O c. Chic., Amer. Technical Soc. \$3

Epistle to Diognetus (The); Greek text. 16p. D (Texts for students, no. 45) '30 N. Y., Macmillan pap., 20 c.

Farm outlook for 1931 (The); facts for farmers. 16p. O (U. S. Dept. of Agric.; misc. pub'n no. 112) [n. d.] Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap., apply

Foran, T. G.

The meaning and measurement of validity. 27p. (bibl.) O (Educ. research bulls., v. 5, no. 7) [c.'31] Wash., D. C., Catholic Educ. Press pap., apply

Foran, T. G., and Rock, Robert T., jr.

The reliability of some silent reading tests. 23p. (bibl.) O (Educ. research bulls., v. 5, no. 6) [c.'31] Wash., D. C., Catholic Educ. Press pap., apply

Fowlkes, John Guy, and Goff, Thomas Theodore

The modern life arithmetics; teachers' manuals for bks. 1-6. (Six-b'k ser.) '30 N. Y., Macmillan pap. 24 c., ea.

Franklin, Jay, pseud.

What this country needs. 256p. O [c.'31] N. Y., Covici, Friede \$3.50
A book of startling political criticism.

Getchell, Everett L.

An anthology of Boston University poetry. 64p. O '31 N. Y., Colony Press, 27 E. 22nd St. \$2

Gibbon, John Murray

Melody and the lyric, from Chaucer to the Cavaliers. 216p. O ['30] N. Y., Dutton \$5
New researches in the study of the English lyric.

Gibbs, Sir Philip Hamilton

The winding lane. 345p. O c. Garden City, N. Y., Doubleday, Doran \$2.50
A novel about four young English people which challenges the customs and morals of modern living.

Gilder, Rosamond

Enter the actress; the first women in the theatre. 331p. il. O c. Bost., Houghton \$5
A history of actresses up to the mid-19th century.

Gogol, Nikolai Vasilievich

The Inspector General; a satiric farce in three acts; acting version by John Anderson. 127p. il. D c. N. Y., S. French \$1.50
As produced in New York during the winter season.

Gollomb, Joseph

Crimes of the year. 354p. O [c.'31] N. Y., Liveright \$2.50
Stories of real crimes that were committed in Europe and America during the past year.

Green, Peter

The problem of right conduct. 315p. (bibl. footnotes) D '31 N. Y., Longmans \$2.50
A text-book of Christian ethics.

Greig, Maysie

A girl must marry. 301p. D c. N. Y., Dial Press \$2
Jasmine is an English girl, who, when she is twenty-five, determines that she must marry, regardless of the dictates of her heart.

Hackett, Francis

Henry the Eighth; with the author's new preface. 465p. il. (pors.) O (Star b'ks) [c.'29, '31] Garden City, N. Y., Garden City Pub. Co. \$1

Hamilton, Elaine

The Westminster mystery. 377p. D [c.'31] N. Y., Century \$2
A murder mystery in London theatrical circles.

Hankey, Clement

Bottles in the smoke. 422p. D '31 N. Y., Longmans \$2.50
This novel about Horace Stone who became Sheik Horaysh-el-Hajar is laid in Arabia during the World War.

Harriman, Lee

The Dublin letters; il. by John Held, jr. 258p. O c. N. Y., Ives Washburn \$2.50

The wise and friendly letters of an advertising man to his fresh-from-college nephew, who is just starting out in the agency.

Harvard advertising awards, 1929. 110p. il. Q '30 N. Y., McGraw-Hill \$2.50

Hayward, Percy Roy, and Hayward, Myrtle Harmon

The home and Christian living. 150p. (6p. bibl.) S (Handyb'ks for church school leaders) c. Phil., Westminster Press 75 c.
Home-making for parents.

Hellstrom, Gustaf

Lacemaker Lekholm has an idea [fiction]. 351p. '31 N. Y., Dial Press \$2.50

Hemmeter, Henry Bernard, D.D.

Family prayers. 88p. D '30 St. Louis, Concordia Pub. House 60 c.; flex. lea., \$1.75

Hill, Mrs. Grace Livingston

Silver wings. 296p. D c. Phil., Lippincott \$2
The romance of the wealthy Mrs. Whitney's aviator nephew and her social secretary, Amory Lorrimer, who prayed for him when he was lost on his trip from Alaska to Siberia.

Hill, Winifred, comp.

The overseas empire in fiction; an annotated bibliography. 66p. D '30 N. Y., Oxford \$1.25

Hoffmann, Herbert

Modern interiors, in Europe and America. 215p. (bibl.) il. Q [c.'30] [N. Y., Rudge] \$12, bxd.

Photographs of all types of interiors, both domestic and commercial, in modern style.

Holland, Rupert Sargent

Mad Anthony; the story of Anthony Wayne. 259p. il. D [c.'31] N. Y., Century \$2
A biography of a hero of the American Revolution. For boys and girls.

Holtby, Winifred

Poor Caroline. 316p. D c. N. Y., McBride \$2.50
An amusing novel about Caroline Denton-Smyth, who, although poor in money matters, was rich in schemes and ambitions and was an incorrigible optimist as well as secretary of the Christian Cinema Company of London.

Hornung, Clarence P.

Trade marks [lim. ed.]. 138p. il. (col.) D '30 N. Y., Caxton Press, 229 W. 28th St. \$6, bxd.

Hughes, Glenn

Imagism and the Imagists; a study in modern poetry. 296p. (15p. bibl.) il. (pors.) O c. Stanford Univ., Cal., Stanford Univ. Press \$4
A study of the recent Anglo-American poetic movement, Imagism, and a critical discussion of the works of the chief Imagists.—Richard Aldington, H. D., John Gould Fletcher, F. S. Flint, D. H. Lawrence, Amy Lowell and Ezra Pound.

Gard, Janice

Lookin' lovely; a comedy in three acts. 80p. diagr. S (Sergel's acting drama) [c.'30] Chic., Dramatic Pub. Co. pap., 35 c.

How to judge a house; report of the subcommittee on how to judge a house of the Nat'l committee on wood utilization. 80p. (bibl. footnotes) il. O (U. S.

Dept. of Com.; wood utilization ser. no. 17) '31 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap., 10 c.

Hutchins, Gordon, ed.

The new service book; containing choral service for morning and evening prayer; chants . . . music for the communion service, etc. 154p. O '30c. Bost., The Parish Choir, 383 Boylston St. \$1.25

- Huntington, Ellsworth, and Cushing, Sumner W.**
Modern business geography; rev. ed. 360p. (bibl.) il., maps O [c.'30] Yonkers, N. Y., World B'k \$1.96
- Hyde, Florence Slown, and Slown, Ruth Clara**
Safety programs and activities, for elementary and junior high schools. 280p. (5p. bibl.) il. D [c.'31] Chic., Beckley-Cardy Co. \$1.25
- Janzen, Cornelius Cicero, and Stephenson, Orlando Worth**
Everyday economics; a study of practices and principles. 524p. (7p. bibl.) il., map, diagr. D [c.'31] Newark, N. J., Silver, Burdett \$1.68
A basic text for high school students.
- Johnson, Reginald Brimley**
Jane Austen; her life, her work, her family, and her critics. 301p. (4p. bibl.) il. (col. front.), maps O [c.'30] N. Y., Dutton \$5
A biography of the English authoress.
- Jordan, Elizabeth Garver**
The four-flusher; the story of a woman of action. 286p. D [c.'31] N. Y., Century \$2
Kate Atwood with her charm, egotism and countless activities was unconsciously leading her husband and her spoiled and irrepressible son and herself towards ruin.
- Kelland, Clarence Budington**
Gold. 360p. D '31, c.'30, '31 N. Y., Harper \$2.50
Anneke Van Horn, woman financier, is the heroine of this novel, a continuation of the story of an early American banking family begun in "Hard Money."
- Kerr, Cecil**
The child's book of great Popes. 128p. il. D '31 N. Y., Longmans \$1
- Killick, C. G.**
Our holy faith. 88p. S (Churchman's popular lib.) [n. d.] N. Y., Macmillan 60 c.
The history of the Creed, its origin and meaning, for the lay reader.
- King, Edward Skinner**
A manual of celestial photography; principles and practice for those interested in photographing the heavens. 183p. (bibls.) il., diagrs. D '31, c.'30 Bost., Eastern Science Supply Co., P. O. Box 1414 \$3
- King, Marian**
The recovery of myself; preface by Adolf Meyer. 159p. D c. New Haven, Conn., Yale \$2
A former patient's own story of her experience and recovery in a hospital for mental illness.
- Kinzie, Cora Elsie, and Kinzie, Rose**
Lip-reading for the deafened adult. 394p. (bibl.) fronts. (pors.) O [c.'31] Phil., Winston \$4
- Knight, Gladys**
Binny's women. 310p. D [c.'31] N. Y., Century \$2
Binny McElroy loved two women, his daughter Joël, and his second wife, Georgia, and these two women hated each other. The scene of this story of a family crisis is New Orleans.
- Kuczynski, Robert René**
Birth registration and birth statistics in Canada. 231p. O '30 Wash., D. C., Brookings Inst. \$3
- Kunkel, Fritz, M.D.**
God helps those . . . ; psychology and the development of character. 279p. O c. N. Y., Ives Washburn \$3
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Old and Rare Books

A Monthly Department

Some "Firsts" of American Humor 1830-1875

Aaron Mendoza

Isaac Mendoza Book Co., New York City

WHEN Mrs. Frances M. Trollope, the mother of Anthony Trollope, returned to England in 1832 after several years sojourn in this country, she published a work entitled "Domestic Manners of the Americans" in which the customs and social usages of the inhabitants of America were held up to derision and scorn. The book aroused a storm of protest here, and Mrs. Trollope had many uncomplimentary remarks made about her. Ten years later when this agitation had died down, Charles Dickens visited these shores, and, after a lengthy, triumphal lecture tour, returned to England, debarking at Liverpool on Wednesday, June 29, 1842. It might seem that Dickens would profit by the example of Mrs. Trollope, and refrain from writing anything which would cause the same resentment and ill-feeling, but in his "American Notes" (1842), the highly satirical vein in which he criticized the people whose friendly shores he had recently left, again stirred the populace, and they became very resentful, which boded ill for any Englishman who contemplated visiting these lands again. But Dickens came again in 1868, and, at a dinner given on Saturday, April 18th, by the City of New York and the Press, he atoned somewhat for his earlier indiscretions by commenting upon the "amazing changes he witnessed since his last visit," a statement that he included in a final chapter to the earlier edition of

"American Notes," which he directed should never be omitted from any copies published thereafter. In one of the chapters of this book, Dickens reminds us that "they (the Americans) are not a humorous people, and their temperament always impressed me as being of a dull and gloomy character." To this we decidedly disagree, for there is a literature of that period (and later), which disproves Mr. Dickens without a doubt. These books accurately depict the drollery of the Southern and South-western planter and dandy when "sectionalism" was rife; it portrays as well the antics of the Yankee of the north who also "chawed terbaccer" and drank "likker," and a quarter of a century thereafter pictured interesting sidelights and characteristics of the astute trader of the then "far" west. Mayhap the manners of our ancestors were a little uncouth, but the remarks about them of foreign critics were gross exaggerations.

This literature includes in its list of authors, such names as "Orpheus C. Kerr," "Petroleum V. Nasby," "Philander Dosticks," "Artemus Ward" and a score of others whose names will never be forgotten. The volumes are illustrated by well-known artists of the times, the name of Thomas Nast standing out prominently; and published by such famous concerns as Carleton, Dick and Fitzgerald, Harpers', Scribners', and Peterson's, the demand for them requiring many printings; a notable

example being "Life in Danbury" of which over twenty thousand copies were sold.

I believe that this literature has been neglected in all the first edition publicity of the last few years, and, as it undoubtedly represents a very interesting period in our national life, I firmly believe it is worth collecting, especially at this time when the volumes are still to be obtained in good condition, and at fairly reasonable prices. It will be noted that no titles are

listed before 1830 which I am of the opinion marked the real beginning of books of American humor, nor after 1875, but, I felt in the latter case that the period of reconstruction ended about that time, and the centennial year of 1876 ushered in another era.

Here then, is a suggested check-list of first editions of American humor, which the writer feels are deserving of a permanent place in our national literature:

- Bailey (J. M.). "Life in Danbury." *Boston*. 1873.
 Baldwin (J. G.). "Flush Times of Alabama, etc." *N. Y.* 1853.
 Briggs (C. F.). "Harry Franco," 2 vols. *N. Y.* 1856.
 Browne (C. F.). "Artemus Ward, His Book." *N. Y.* 1862.
 Browne (C. F.). "Artemus Ward, His Travels." *N. Y.* 1865.
 Browne (C. F.). "Artemus Ward in London." *N. Y.* 1867.
 Bungay (G. W.). "Off-hand Takings or Crayon Sketches, etc." *N. Y.* 1854.
 Burdette (R. J.). "The Rise and Fall of the Mustache, etc." *Burlington (Iowa)*. 1877.
 Clark (C. H.). ("Max Adeler"). "Out of the Hurly Burly," *Philadelphia*. 1874.
 Clark (L. G.). "Knickerbocker Sketch Book." *N. Y.* 1850.
 Cobb (L. H.). ("Madison Tenzas"). "Louisiana Swamp Doctor." *Philadelphia*. (1856.)
 Cozzens (F. S.). "The Sparrowgrass Papers." *N. Y.* 1856.
 Denison (M. A.). "What Not." *Philadelphia*. 1854.
 Derby (G. H.). "Phoenixiana." *N. Y.* 1855.
 Field (J. M.). "The Drama in Pokerville, etc." Illuminated wrappers. *Philadelphia*. (1843.)
 Hall (B. R.). "Frank Freeman's Barber Shop." *Auburn (N. Y.)*. 1853.
 Halpine (C. G.). "The Life and Adventures of Private Miles O'Reilly." *N. Y.* 1864.
 Halpine (C. G.). "Baked Meats of the Funeral." *N. Y.* 1866.
 Hammett (S. A.). "The Wonderful Adventures of Capt. Priest." *N. Y.* 1855.
 Harris (G. W.). "Sut Lovingood's Yarns." *N. Y.* 1867.
 Holland (J. G.). (Timothy Titcomb). "Letters to the Joneses." *N. Y.* 1863.
 Hooper (J. J.). "Adventures of Simon Suggs." *Philadelphia*. 1846.
 Hooper (J. J.). "Widow Rugby's Husband." *Philadelphia*. 1851.
 Ingraham (J. H.). "Life and Adventures of Col. Percival Marberry." Illuminated wrappers. *Philadelphia*. (1854.)
 Jones (Virginia W.). "Travels of an American Owl." *Philadelphia*. 1871.
 Jones (J. B.). "Adventures of Col. Vanderbomb." Illuminated wrappers. *Philadelphia*. 1852.
 Landon (M. D.). "Eli Perkins at Large. His Sayings and Doings." *N. Y.* 1875.
 Leland (H. P.). "The Grey Bay Mare, etc." *Philadelphia*. 1856.
 Lewis (C. B.). ("M Quad"). "Gooks and Tears." Wrappers. *Boston*. 1875.
 Lewis (C. B.). ("M Quad"). "Quad's Odds, etc." *Detroit*. 1875.
 Locke (D. R.). "Swingin' Round the Circle." *Boston*. 1867.
 Locke (D. R.). "The Nasby Papers." *Indianapolis*. 1864.
 Longstreet (A. B.). *Georgia Scenes*. *N. Y.* 1840.
 McConnel (J. L.). "Western Characters." *N. Y.* 1853.
 Massett (S. C.). "Drifting About, etc." *N. Y.* 1863.
 Mathews (C.). "The Career of Puffer Hopkins." *N. Y.* 1842.
 Maurice (J.). "K. N. Pepper and Other Condiments, etc." *N. Y.* 1869.
 Neal (John). "The Down Easters," 2 vols. *N. Y.* 1831.
 Neal (Jos. C.). "Charcoal Sketches," 2 series. *Philadelphia*. 1838-1848.

- Newell (R. H.). "The Orpheus C. Kerr Papers," 3 vols. N. Y. 1862, 1863, 1865.
 Pomeroy (M. M.) ("Brick Pomeroy"). "Gold Dust for the Nonsense." N. Y. 1868.
 Prentice (G. D.). "Prenticeana." N. Y. 1859.
 Riley (H. H.). "Puddleford and Its People." N. Y. 1854.
 Riley (H. H.). "The Puddleford Papers, etc." N. Y. 1856.
 Shaw (H. W.). "Josh Billings, His Sayings." N. Y. 1866.
 Shelton (F. W.). "The Trollopiaid." N. Y. 1837.
 Shillaber (B. F.). "Life and Sayings of Mrs. Partington, etc." Boston. 1854.
 Smith (C. H.). "Bill Arp's Peace Papers." N. Y. 1873.
 Smith (Seba). "Life and Writings of Major Jack Downing of Downingville." Boston. 1833.
 Stanton (J.). "Corry O'Lanus, His Views and Experiences." N. Y. 1867.
 Taylor (B. F.). "The World on Wheels and Other Sketches." Chicago. 1874.
 Thompson (M. M.). ("Q. K. Philander Doesticks"). "Doesticks What He Says." N. Y. 1855.
 Thompson (M. M.). "Plu-ri-bus-tah." N. Y. 1856.
 Thompson (W. T.). "Major Jones Courtship." Philadelphia. 1854.
 Thompson (W. T.). "Major Jones Sketches of Travel." Philadelphia. 1844.
 Thorpe (T. B.). "The Hive of the Bee Hunter." N. Y. 1854.
 Valentine (Dr. W.). "Comic Metamorphoses Being a Perfect Encyclopedia of Fun and Humor, etc." N. Y. (1855.)
 Webb (C. H.). "St Twel'mo, or, The Cuneiform Cyclopedist of Chattanooga, etc." N. Y. 1867.
 Whitcher (Mrs. M. L.). "Widow Bedott Papers." N. Y. 1855.

Romantic Stories of Books

John T. Winterich

SECOND SERIES

XX

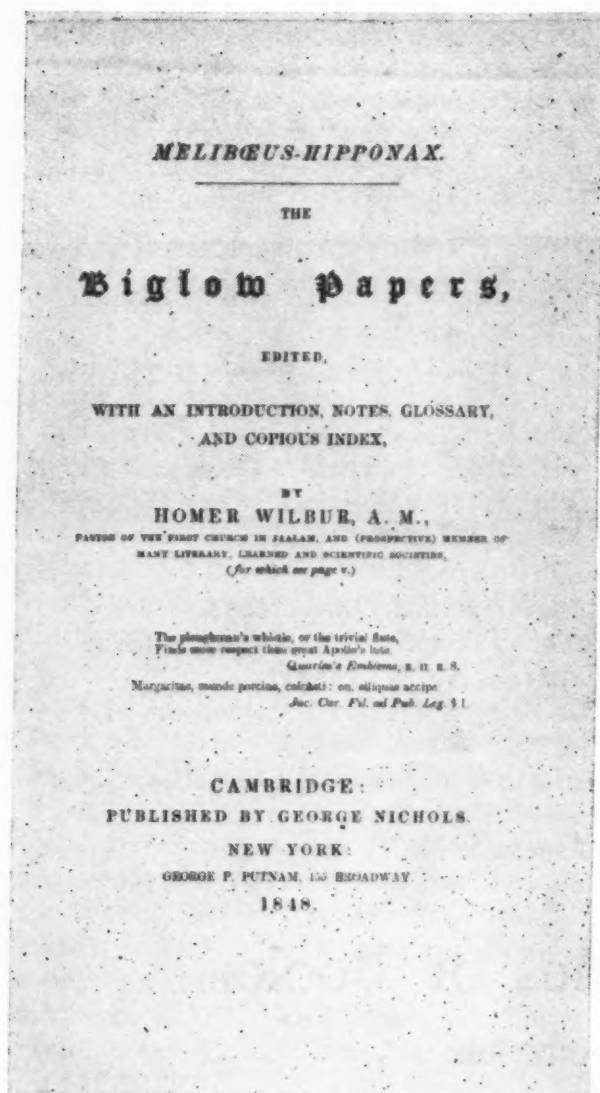
The Biglow Papers

SENATOR JOHN PAUL ROBINSON was no kin (or was so only at long remove) of that other John Robinson the speedy utterance of whose name passes current as the symbol of instantaneity. Born the year of Washington's death, he survived to within a year of Lincoln's, representing his home city of Lowell in the Massachusetts Legislature during five terms, and being elected to the State Senate from Middlesex County in 1836—the year that established "Little Van" as heir to the rugged traditions of Jacksonian Democracy.

In the campaign of 1847 Senator Robinson created something of a stir by announcing that he would support Caleb Cushing for governor. Cushing, a noted lawyer in an era when competition in the forensic field was keen, had been active in politics

for more than twenty years, abandoning the Whigs for the Democrats with the elevation of John Tyler to the chief magistracy following the death of "the President of a Month," William Henry Harrison. With the opening of hostilities against Mexico, Cushing, loyal to his new principles, organized a regiment at his own expense, was chosen its colonel, and set out for the border. The Democrats of his State nominated him for the governorship while he was following General Winfield Scott from Vera Cruz to Mexico City.

His opponent was George Nixon Briggs, the eleventh child of a blacksmith who had fought at Bennington under Molly Stark's husband. Briggs, self-taught save for a year in grammar school, had risen to deserved prominence in politics, serving



Title-page of the accepted second issue of "The Biglow Papers" from a copy in the New York Public Library

twelve years in Congress as a Democrat, and going over to the Whigs with the ascendancy of Henry Clay following the accession of Tyler. Clay was the identical rock on which the opinions of Caleb Cushing had split. It is a confusing picture, but one thoroughly typical of the epoch. In that time of turmoil the day had not come when

Every boy and every gal
That's born into this world alive
Is either a little liberal
Or else a little conservative.

The issues were too complex, too ramified, for humble or even for great men to resolve them overnight—it would take four years of war to do that, a sterner war than that which carried the boundaries of the United States to the shores of the Pacific. And of the issues the first was

slavery. Yet even here there were sharp and bitter differences of opinion, with anti-slavery extremists hating anti-slavery moderates (as extremists invariably do) far more than they hated opponents.

Senator Robinson's support of General Cushing—the colonel had been elevated to a brigadiership in Mexico—did neither of them any good. Cushing was beaten by some fourteen thousand votes in a day when that figure represented a substantial preponderance of Massachusetts voters. Of considerable weight in the campaign were some verses, "What Mr. Robinson Thinks," which had appeared in the *Boston Courier* for November 2, 1847*. They took the public fancy so effectively that, unlike most political satire, they have lived on ever since, pillorying the hapless Senator Robinson in the shackles of assured immortality. The first of the nine stanzas read:

Guvener B. is a sensible man;
He stays to his home an' looks arter
his folks;
He draws his furrer ez straight ez he
can,
An' into nobody's tater-patch pokes;—
But John P.
Robinson he
Sez he wunt vote fer Guvener B.

The third stanza enshrined this characterization of Governor B.'s opponent:

General C. is a drefle smart man:
He's ben on all sides thet gives places
or pelf;
But consistency still wuz a part of his
plan,—
He's been true to *one* party,—an' thet
is himself.

The injustice of this taunt should be pointed out in passing; Cushing and Briggs were both men of high principles. And in defense of the author of "What Mr. Robinson Thinks" it should be pointed out as well that he maintained the political argument on a far more elevated plane than was the wont of the times, never deigning to descend to the hearty bad manners or the forthright scurrility which presuma-

* E. H. Wells in his newest catalog lists "The first three Stanzas, with numerous verbal differences in pencil and on the margin Lowell wrote in ink 'My dear Charles. This is the original draft (I mean draught) of 'John P. Robinson, he' written in October 1846 or 7, I can't recollect which, '46 I suppose. I send it to you with my love.' 11th Sept. 1863. J. R. L." The dear Charles is Charles Eliot Norton.

bly passed for argument in the noisy battle of the ballots.

Bad manners and scurrility were hardly in the author's pedigree, for he was a Lowell—a fact that was not baldly disclosed in print at the time, but which was, nevertheless, a pretty wide open secret. The aloofness of the Lowells is itself part and parcel of the Puritan tradition; a familiar stanza no more just than that which stigmatized the alleged self-centeredness of Caleb Cushing sets them only a little lower than the Cabots, and the Cabots somewhat above the angels. The Cabots, to be sure, reached the American mainland nearly a century and a half in advance of the first migrating Lowell, who, a parvenu of 1639, might have been, and perhaps was, welcomed by a Hawthorne, a Bryant, a Bancroft, a Parkman, and even (if he fared a little to the south) an upstart Whitman. All the Lowells who preceded James Russell were men of mark—judges, educators, ministers. An uncle was honored by the bestowal of his name on the city which would later send John P. Robinson to the Legislature.

James Russell Lowell was born in Cambridge in 1819, and fifteen years later took the short walk that made him a Harvard undergraduate. He received his degree in 1838, though not in person, as the college authorities a few months earlier had insisted on a brief period of rustication for disciplinary reasons—an indignity which did not interfere with his election as class poet. Lowell then studied law for two years, was admitted to the bar, and might never have been heard of again if he had hewed to this obvious line of most resistance. Instead he began writing prose and verse, mainly verse, and in 1841 published his first book (the class poem excepted), "A Year's Life." At the end of 1843 appeared another collection, "Poems," and Lowell was well launched on the sea of letters.

Many a youth whose doom would come at Antietam or Shiloh or Gettysburg had not yet been born, but the slavery question was already the great battleground of American politics, and Lowell threw himself into the discussion with all the ardor of his energetic spirit. He brought to the fray a weapon with which no other important ally or antagonist had so far been



Courtesy of Robert Fridenberg Galleries.

James Russell Lowell, from "Putnam's Monthly Portraits"

equipped—a sense of humor. It reached its fullest fruition in the series of satiric utterances—prose, poetry, or a mixture of the two—which, in 1846, began to appear in Joseph T. Buckingham's *Boston Courier*. Buckingham and his son Edward, founder of the *New England Magazine*, have already appeared in this series of papers, for it was in the son's publication that the two original components of "The Autocrat of the Breakfast-Table" appeared. There was a certain kinship of method, though not of substance, between the Breakfast-Table contributions and "The Biglow Papers," under which title Lowell's *Courier* satires were assembled toward the close of 1848.

Lowell's literary productivity extended from 1838 to 1891, the year of his death. Some thirty books were the product of that half century and more, plus nine or ten of substantial size that have been assembled since 1891. Yet the three Lowell titles that remain most familiar and most read were all issued, and in good part written, in 1848. The statistics appear even more remarkable when it is recalled that less than two months separated the first of the three from the last.

First, in order of appearance, came "A

Fable for Critics," with its rhymed title-page whose hilarity the printer augmented by leaving out part of a line, botching the rhyme scheme gloriously. Repairs were quickly made, and one of the happiest and most authentic points in American bibliography had been created. The book carried its intended publication date on the title-page: "Set forth in October, the 21st day"—it actually appeared on the 25th. Next came "The Biglow Papers," with a title-page only less interesting, issued about the middle of November, and finally, on December 18th, "The Vision of Sir Launfal."

"The Biglow Papers" itself presents an interesting bibliographic puzzle, and one which may not yet have found a definitive solution. In the accepted first issue, the imprint on the title-page reads: "Cambridge: / Published by George Nichols. / 1848." In the accepted second issue, the imprint appears thus: "Cambridge: / Published by George Nichols. / New York: / George P. Putnam, 155 Broadway. / 1848."

The theory has been advanced by authorities who can hardly be ignored that Mr. Nichols, quite aware of the population distribution of the United States, would probably have given his earliest attention to the preparation of those copies designed for New York distribution, so that, presumably, copies with the five-line (Putnam) imprint were printed and bound earlier than those reserved for home-consumption.

This is possible. Mr. Putnam had just published "A Fable for Critics," so that Mr. Lowell was not unknown to him. But—Mr. Lowell's name did not appear anywhere in "The Biglow Papers," and "The Biglow Papers" were distinctly topical and localized. New York, city and state, might reasonably be expected to manifest little concern in a Massachusetts election, and Mr. Putnam might well not have been sufficiently interested in the possibilities of the book to be an eager purchaser of advance copies bearing his imprint. Some evidence of lukewarmness on Putnam's part is provided in a letter which Lowell's friend, Charles F. Briggs, addressed to Lowell under date of "Saturday Oct. 1848," which is quoted in the Chamberlain-Livingston bibliography of Lowell: "Putnam says that you may put

his name into 100 copies for his London agency and 500 for New York, if you would like for him to attend to the sale and distribution here." The first printing was 1500 copies, which would mean, if the above directions were carried out, a residue of 900 copies with the Nichols imprint alone. On that basis, copies with the double imprint (Cambridge and New York) should today be about twice as scarce as those with the Cambridge imprint alone. But whatever the reason, and whichever issue actually enjoys priority, copies with the Cambridge imprint alone are far scarcer than those with the double imprint—in the ratio, perhaps, of around one to four, to judge from auction records and catalog entries.

Or this may have happened: George Nichols, as he would have been the first to admit, was not one of the great contemporary Boston publishers. He was, in fact, one of the proprietors of the University Press (Metcalf & Company) at Cambridge, and was destined to go down in history as perhaps the greatest of American proofreaders—which is the main reason, perhaps, why no textual error has ever been brought to light which might solve this vexed question of issues once and for all. His personal imprint was of little significance. Is it not possible that while "The Biglow Papers" was in press, Briggs's letter arrived with the glad tidings of Putnam's interest, that a new title-page was thereupon hastily improvised carrying the double imprint, and that copies of this new issue were distributed alike in New York and Boston, since the Putnam-aegis (Putnam was then getting out a uniform edition of Irving) meant more to bookselling and bookbuying Boston than that of George Nichols? The theory is plausible, and would at least account for the scarcity of copies with the three-line imprint.

"The Biglow Papers," first series, did not appear in England until 1859, in which year two editions were marketed, one a piracy of John Camden Hotten, the other an authorized issue by Trübner & Co., which contained a preface by Thomas Hughes of "Tom Brown" fame.

The second series of "Biglow Papers" was inaugurated in the *Atlantic Monthly* for January, 1862. Lowell had become



Courtesy of Robert Fridenberg Galleries.

Elmwood: Residence of James Russell Lowell, in Cambridge, Mass.

editor of the magazine on its establishment in the fall of 1857, but had resigned early in 1861. The new series was presumably undertaken at the persuasive insistence of James T. Fields, Lowell's successor in the editorial chair. Of the eleven units, exclusive of the all-important introduction, which comprise the second series in book form, nine appeared in the *Atlantic* between 1862 and the spring of 1866. The book came out in 1867 with the imprint of Ticknor and Fields, whose monogram was stamped on the backstrip—a consideration of some importance, since later issues have the Fields Osgood monogram *with* the Ticknor and Fields title-page. Copies with the TF monogram, however, are themselves divisible into two issues, the weight of evidence favoring the priority of copies on thinner paper.

The second series, however, had in part enjoyed earlier publication in England—so much earlier that even the most determined scoffer at London imprints on American books can hardly ignore the situation. Trübner & Co., issued, in 1862, three pink-wrapped shilling pamphlets which contained two Biglow Papers each. Their fragile format has set them among the rarest of Lowell items.

Excessively rare, too, for another reason, is the large-paper issue of the Boston edition of 1867. This issue consisted of twelve copies, and it is of some satisfaction to the collector to learn, in the Chamberlain-Livingston bibliography of Lowell, that these were probably printed at least two months after the small paper copies. Nine of the twelve copies seem to have vanished; of the remaining three one was the property of Thomas Bailey Aldrich and the other two, presentations to Longfellow and Charles Eliot Norton, are in the Harvard Library. Mr. Aldrich has recorded that "the other ten copies" (he believed that the whereabouts of only two was known) "were stolen from an express cart on its way from the University Press to Lowell's house." It would seem safe, at this late day, for the thief to let one or two come into the market.

The first series of "The Biglow Papers" was introduced by twelve pages of "Notices of an Independent Press," a fact which causes an occasional cataloger to describe a copy gravely as "with the press notices." These notices are, of course, not advertisements, but a component of the book, the work of Lowell himself, part and parcel of the comic scheme. The final

notice is a quotation from the *Jalaam Independent Blunderbuss* which states that Mr. Biglow is "competent to the production of other kinds of poetry," and a sample is appended—six four-line stanzas of a fragment entitled "The Courtin'." Nineteen years later, when the second series was issued, "The Courtin'," now grown to the twenty-four four-line stanzas so familiar today, had the place of honor between the introduction and the first of the new papers. Which book, then, the first or second series, contains the first appearance of "The Courtin'?" The early fragment soon became famous—when the Duyckinck brothers' valuable *Cyclopaedia of American Literature* appeared in 1855 it quoted six of Lowell's poems, including "The Courtin'".

The New Book Prices Current

THE second volume of "American Book Prices Current" to be issued from the office of the *Publishers' Weekly* is just being delivered to its subscribers. This is Volume 36 in the series and covers the auction seasons for the year ending June, 1930. The volume is published two months earlier than the preceding volume, and it is hoped by the editors that the date of publication can again next year be moved ahead. The book is one of over 700 pages, limited to 1,000 copies, and is edited by Mary Houston Warren.

The task of preparing this book is no light one, and the *Publishers' Weekly* undertakes it with the intention of making the volume as authoritative and as useful as the previous volumes in this long series. As each auction sale is held two marked copies of the catalog come to the editors, and these are clipped apart and pasted on cards for consideration by the editors. Then comes the editorial preparation of the copy, always a difficult problem of bibliography, the question of classification, the question of accuracy of description, and the problem of checking descriptions by standard bibliographies and earlier entries in the same series. Only one general change has been made from the previous years, and that is in the section on autographs and manuscripts, which has been edited by Mrs. Gertrude K. Tufts, former editor of "American Book Prices Current," in which section the price range has been changed

from \$50 minimum to \$7.50, with a consequent increasing usefulness of this section, which is one of 120 pages. There are 65 auction sales covered in this volume, including every type of material from Americana and first editions to standard sets and association material.

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EDNA FERBER (1887—)

MISS FERBER'S work until "So Big," in 1924, is practically all in short story form, related series being later assembled into books. In her later novels, "Show Boat," and "Cimarron,"

the author has turned to the American historic field. She has been active in play-writing and incidentally, many of her stories have made quite successful motion pictures.

"Dawn O'Hara, The Girl Who Laughed," *New York*, [1911].

"Buttered Side Down," *New York*, [1912].

Short Stories.

"Roast Beef Medium: The Business Adventures of Emma McChesney." *New York*, [1913].

Short Stories.

"Personality Plus: Some Experiences of Emma McChesney and Her Son Jock." *New York*, [1914].

"Emma McChesney & Company," *New York*, [1915].

Short Stories.

"Fanny Herself," *New York*, [1917].

"Cheerful—By Request," *Garden City*, 1918.

Short Stories.

"Half Portions," *Garden City*, 1920.

Short Stories.

"The Girls," *Garden City*, 1921.

"Gigolo," *Garden City*, 1922.

Short Stories.

"So Big," *Garden City*, 1924.

Originally appeared under the title of "Selina" in *The Woman's Home Companion*.

"Show Boat," *Garden City*, 1926.

Also an edition of 201 copies, numbered and signed by the author.

"Mother Knows Best," *Garden City*, 1927.

Short Stories.

"Cimarron," *Garden City*, 1930.

1000 advance copies issued in wrappers. Some signed by the author.

Plays

"\$1200 A Year," *Garden City*, 1920.

In collaboration with Newman Levy.

"Minick," *Garden City*, 1924.

In collaboration with George S. Kaufman. The story appeared in "Gigolo," 1922. and is reprinted here with the play.

"The Eldest," *New York*, 1925.

"The Royal Family," *Garden City*, 1928.

In collaboration with George S. Kaufman.

"Our Mrs. Chesney,"

In collaboration with George V. Hobart. No record of publication found.

Contributions

Several of Miss Ferber's short stories have appeared in the "O'Henry Memorial Award" and "O'Brien Best Short Stories" collections. "The Gay Old Dog," a short story, in "My Story That I Like Best," New York, 1924; an appearance in "My Maiden Effort," *Garden City*, 1921, and various other anthologies.

Reprints

"The Homely Heroine," *Boston*, (1926).
Reprinted from "Buttered Side Down," 1912.
"The Man Who Came Back," *Boston*, (1926).
Reprinted from "Buttered Side Down," 1912.

Bibliographical

"A Complete Bibliography of Edna Ferber's Works, issued by Doubleday-Page, 1928.

Limited Editions of the Month

CHESHIRE HOUSE, INC.

Erewhon, or Over the Range, by Samuel Butler, H. Charles Tomlinson illustrator, 12 pt. English Baskerville type, coral buckram binding, 1200 copies at \$10.

GOODSPEED'S BOOK SHOP (The Merry-mount Press)

The Art of Sidney Lawton Smith, etchings, photogravures, 150 copies at \$50.

RANDOM HOUSE (Southworth Press)

A Bibliography of Eugene O'Neill, by Ralph Sanborn and Barrett Clark, 500 copies at \$7.50.

RANDOM HOUSE (The Nonesuch Press)

Homer's Iliad, the Pope Translation,

binding whole Niger, 500 copies at \$33.50.

A Bibliography of William Hazlitt, compiled by Geoffrey Keynes, 200 copies at \$6.50.

RANDOM HOUSE (Hazelwood Books)

The History of the Twelve Caesars, by Suetonius, Philemon Holland translator, 150 copies at \$35.

THE LIMITED EDITIONS CLUB (Curwen Press, London)

Sartor Resartus, by Thomas Carlyle, Bliss Perry editor, Bembo (first use), full blue buckram, 1500 on Pannekoek paper, \$10.

WILLIAM EDWIN RUDGE

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Old and Rare Books

Frederick M. Hopkins

DR. A. S. W. ROSENBACH, in an address before the New Jersey Library Association, at Atlantic City, last week, gave his estimate of the presidents of the United States as book collectors. Only four presidents were collectors of importance: Washington, Adams, Jefferson and Hoover. Washington was a true collector, owning the best editions of his favorite authors. John Adams had one of the largest libraries in the Colonies, but the lighter side of literature was lacking. Jefferson was a book collector in the full sense of the word. He gathered a large, interesting and valuable library, spending much time and money in bringing it together. President Hoover is the greatest book collector since Jefferson. He has an unusual faculty in delving into the out of the way, in searching for material not readily accessible. He resembles Jefferson in that on all his journeys he gathered volumes that in time would be valuable to students. Thus, when President Hoover was in China, in 1889, he gathered a most comprehensive collection of books in many languages on China and the Chinese people, which he gave to Stanford University, to form the nucleus of the great Chinese library there. The Hoover War Library at Stanford University is a monument to his diligence and foresight as a collector. He gathered all through the war every document, pamphlet, proclamation, periodical or broadside relating thereto, which in time will be foundation material for the history of the great contest. This great library is in many respects unique among the war libraries of the world, being specially strong in original source material.

THE American portion of the library of Victor Morin of Montreal, Canada, comprising voyages, explorations, Canadiana, Indian manuscripts by Jesuit fathers, Jesuit relations, and miscellaneous Americana, was sold by the American Art Association Anderson Galleries, Inc., on March 10, 337 lots bringing \$10,263. A few un-

usual lots and prices realized were the following: *The Canadian Antiquarian and Numismatic Journal*, first, second and third series, 29 vols., 8vo, half roan, Montreal, 1872-1916, \$150; the original edition of Champlain's first four voyages to America, 4to, calf, Paris, 1613, \$260; Father Pierre Joseph Chaumont's original autograph manuscript of a Huron Indian-French dictionary, 257 pp., including 33 pp., of conversational sentences, small 4to, original vellum, circa 1683, \$200; A series of 12 tinted lithographs of Western Scenes made at the outbreak of the Indian Wars by Vincent Brooks, folio, 1867, \$290; Manuscript manual used by the missionaries of the Indian Reservation of the Lake of Two Mountains for the translation of Vespers, Prayers, Litanies, etc., 67 pp., commenced by Father Guichard about 1760 and continued by his successors, \$105; and a series of 75 comic lithographs by Currier & Ives, including some very rare prints, New York, 1875-1889, \$350.

AN unserved strip of six lottery tickets, each signed by William Byrd, 1767, once the property of George Washington, recorded in Volume I of his diaries, and which won for him land amounting in all to 568½ acres, is one of the lots included in the collection of Henry Woodhouse, to be sold by the American Art Association Anderson Galleries, Inc., on March 30. This historical autograph collection comprises records relating to the discovery of America, its settlement, records of Colonial administration, and of British monarchs and statesmen who ruled the Colonies. There are many fine letters of the presidents, Signers of the Declaration of Independence, and autographs and memorabilia of Franklin, Lee, Lincoln, Penn, and Washington and their families. Mr. Woodhouse explains in a foreword that the set of presidents' autographs, the Signers, Revolutionary War records, Washingtonia, and other Americana, have been selected from the collection which he assem-

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THE bookshops all along the line are indulging in catalogs making sweeping reductions on old and rare books. An "inventory clearance" catalog, comprising 532 lots, comes from Duttons, Inc., of this city, with discounts from 20 to 50 per cent. Many rare and valuable books are included in this catalog. Another catalog, "Bargains Discounts of 25 to 75 per cent from original prices," comes from Goodspeed's Book Shop, of Boston. This special sale of 834 lots includes American history, art, bibliography, first editions, French literature, history, old literature, philology, periodicals, rare books, travels, miscellaneous; also etchings and autographs. From Walter M. Hill, we have received a catalog of "miscellaneous books," 513 lots, containing many books of interest to collectors, all priced comparatively low, apparently to interest book lovers who are not supposed to be over anxious to buy. Evidently book buyers are having opportunities that are unusual and are well worth their attention.

AN important sale, made up from selections from a large number of consignments, comprising 644 lots, will be sold at Sotheby's in London, on March 30, 31 and April 1. It includes books, autograph letters, historical documents and illuminated initials and manuscripts. The printed material comprises rare early Bibles, an almost complete set of the Kelmscott publications, maps and atlases, productions of the special presses, first editions of English authors, and many miscellaneous books of interest. The autograph letters contain a good collection of the presidents of the United States, of Thackeray and his contemporaries, of Shelley, a fine series of Wagner and manuscripts of Dr. Stukeley, the antiquary. A large portion of the sale is of special interest to discriminating collectors.

THE Spring Catalog, No. 554, just issued by Maggs Bros., of London, is devoted to "Autograph Letters and Historical Documents." The volume is a quarto, 168 pages, 347 lots, and contains 20 full page facsimiles of letters, docu-

ments and manuscripts. English authors and statesmen of two centuries are included. The rare and more valuable lots include fine specimens of Addison, Borrow, Boswell, Elizabeth Barrett Browning, Burke, Byron, English Kings, Dickens, Dr. Johnson, Lamb, Lord Nelson, Scott, Pope, Stevenson, Thackeray, and Tennyson. The Americans are represented by Washington, Lincoln, Whitman, and others. A Washington letter to John Paul Jones, written in Philadelphia, July 22, 1787, is listed at £1,450.

THE Lehigh University Library, which has a new treasure room, has placed on exhibition a selection of colored plate books dealing with ornithology. The rare lots include Audubon's "Birds of America," 1826-38, elephant folio edition in four volumes; and one or more volumes of John Gould's "Birds of Great Britain," "Birds of Asia," "Monograph of the Trochilidae," and other works of the great English ornithologist. Owing to the size of the books no room was available for the display of the works of Elliot or Selby. Lehigh University takes a keen interest in its library, growing richer every year with rare and valuable material.

THE current catalog of Bernard Quaritch Ltd., of London, contains 148 pages and lists 1,518 lots, comprising "rare books on botany, agriculture, forestry, fruit-culture, gardens and gardening, herbals, early medicine, surgery, tobacco, original water-color drawings by Ehret and Van Huysum, and an important collection of pamphlets." This catalog contains many rare and valuable items under these various classifications, and collectors interested in them cannot afford to miss it.

WILLIAM TARG, bookseller of Chicago, announces a new edition of "American First Editions and Their Prices," limited to 500 copies. Since the publication of the first edition it has been completely revised, disputed points corrected, prices revised according to present day auction and catalog prices, and will be illustrated with facsimiles of title-pages. The book will be much more comprehensive and accurate than the previous edition.

Queries and Replies About Old and Rare Books

Frederick M. Hopkins

*I*N quotations on first editions of American authors it appears to me that more and more attention is being given to the early date of advertisements inserted with the text when published as a justification for charging a higher price. Is there any fair basis for this custom?

Advertisements in an inserted section and not a part of a book, in most cases, are being given a bibliographical importance not warranted. Unless such advertisements establish priority of issue, which is seldom the case, it is hard to see why they should be given any consideration, especially as a factor in increasing the value of the book. For instance, volumes bound for presentation by the author, in most cases the earliest copies bound, frequently are without advertising inserts. Hawthorne's "The Scarlet Letter" illustrates the liability of error in overestimating the significance of these advertising inserts. The first edition published in 1850 had an advertising section dated 1850; the second edition, published in the same year, a section dated 1849. If the last half of the first edition had had the insert used in the later edition, it would have probably led to the impression that the last half was of prior issue, which, of course, would have been wrong. Richard Curle, in "Collecting American First Editions," gives considerable attention to advertising inserts, and says: "When it comes to making 'house' list advertisements a test of priority we have to be very watchful. Consider Longfellow's 'Tales of a Wayside Inn,' 1863. This book contains Ticknor & Fields's general List of 22 pages of advertisements, and it is now held that if, opposite entries on pages 11 and 21 respectively, the words 'nearly ready' are present, that

denotes a first issue. But the same list, with precisely the same wording, is to be found in such other well-known books as Whittier's 'In War Time,' 1864, and Holmes's 'Soundings from the Atlantic,' 1864. And if it appeared in these books, one may be quite sure that it appeared in a score of obscure books now worth a few cents apiece. And yet 'Tales of a Wayside Inn' with the 'nearly ready' fetches about \$50, if fine, and without it \$10. The only result of this false arguing, leading to these false values, is to encourage a profitable swindle. I am not denying that the 'nearly ready' list (very rarely, by the way, these two words are found opposite only one entry) is the first form of the advertisement—the two lists show many other variations—and should appear in the earliest copies of the book; but I am denying that the evidence is final. The two lists may have been in print at the same time or the faker can change them to suit the demand." Mr. Curle uses many illustrations in support of his deductions and we are bound to admit that his conclusions are sound. Advertisement lists are no certain criterion of anything. A pile of such lists is placed beside each girl who is gathering the sheets for the binder: she may forget to put the list in every copy, the supply may momentarily run short, or she may have to fall back on a bundle of previous lists when the current one gives out altogether. Indeed, almost any little accident may happen—and does frequently happen—to upset the logical reasoning of a subsequent bibliographer.

The more I note the "points" claimed for first editions of American authors, the

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THE MARKET FOR EXCHANGE

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more confusing they appear to me. A dealer charges an extra price because of the rarity of the color of the cloth binding, a variation in end papers, or some other similar difference. If the text has a corrected word—corrected soon after the printer began printing the first edition—the uncorrected copies go up in price in leaps and bounds. Again, catalogers differ, each charging a high price for different points of view, notwithstanding both cannot be right. If these conditions grow worse, collectors will lose interest, and many dealers will be discouraged. Can you give me any light on the situation?

This is a topic of keen interest to the rare book trade. The collecting of first editions of American authors has increased so rapidly that it has outstripped bibliographical information. The sale of 1,250 copies of Richard Curle's "Collecting American First Editions: Its Pleasures and Pitfalls," in a very short period, at \$10 a copy, shows the wide and keen interest in the subject. We need more and better bibliographical information, and we are sure to get it. Many of the so called "points" have been raised by amateurs or semi-professionals and are without merit. Of course, when they determine priority of edition, or issue, or appear to have that effect, they are more or less important. We agree with Jerome Brooks, in his "Notes on Rare Books" in the *New York Times*. He says: "On the whole the situation is one that cries out for readjustment. We suggest that all variants, states, issues, printings—call them what you will—of an edition, based on minor differences of binding, be disregarded, and that all varieties

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be admitted to the status of first editions on a basis of equality. Where any of the variations caused important changes to be introduced, a concession might be made in favor of the earlier version. But apart from this class the only printings or issues to be considered should be the sort that involve a purposeful change by the author or the publisher as a matter of taste or expediency. The subject is too broad to be elaborated here, and our suggestion naturally gives rise to a considerable number of objections or amendments. We can only pass the idea along and leave the decision as to what is important and what is purposeful to the collector's own sense of values." We would add, be patient, keep up with the attempts to solve these problems, and in the meantime, use your own best judgment and common sense.

The increasing value of authors' manuscripts gives importance to the query as to what is the original manuscript? There is usually more than one manuscript of a literary work: a first draft, a second draft, perhaps more drafts, and then the final manuscript, if any manuscript may be regarded as final. Of course any manuscript, written or corrected in the handwriting of the author is original in one sense, but which is original in the sense generally used among collectors?

It has been said that most bibliographical rules have their exceptions, which is more or less true. If, however, the first separately-printed form is the first edition in the collector's sense, the manuscript from which the first printed version appears should be regarded as the original manuscript. Where there are several progressive drafts of a manuscript, the final, or

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complete manuscript will be the one that the collector will want because, in a sense, all before it are only partial drafts. The sale of the manuscript of Stevenson's poem, "Requiem," several years ago might serve as an illustration. At that time it was described as the manuscript of the poem as first printed. There was an earlier and inferior manuscript version, but there was no doubt, in this instance, which was regarded as the original manuscript from the collector's point of view. It was the complete manuscript of the poem from which it was first printed.

I am a bookseller and have decided to begin rebinding American first editions in an experimental way when their text is clean and perfect and the original binding is so shabby that collectors will not buy them. I shall begin conservatively and do not want to make mistakes. Can you give me any points how to proceed?

You are embarking upon an interesting adventure. Your disposition to be conservative and feel your way experimentally is undoubtedly wise. Your success requires good taste, a knowledge of appropriate bindings, and excellent judgment. You should select an experienced binder, well equipped with tools and fine leathers, who specializes in individual bindings. Your success will largely depend upon the binder you select. Most binders practice many careless methods against which bibliophiles have been protesting since bookbinding began. Both as a precaution and as a practical help and reminder to the bookbinder, you should furnish with each book to be bound, complete written instructions, covering title, leather, gilding top, trimming, tooling, sewing, end papers, cleaning and repairing, and any other important details. With the written instructions a sketch of the binding may be given, indicating tooling desired, except where it is known that this matter may be safely left to the good taste of the binder. The reason for such suggestions is that nearly every binder has a certain set personal convention, especially in the matter of tooling, causing, many times a certain uniformity of design that is lacking in originality and appeal. You cannot be too careful in the selection of leathers for rare and valuable first editions. A fairly valuable book which must be re-

bound, should never be bound in calf or sheep, as these leathers, even of the best quality, are very perishable. Sheep bindings, sometimes three hundred years old, may still be occasionally met with in remarkably sound and solid condition. But the secret of such leather tanning seems to have been lost, and the modern sheep and calf binding cannot be counted on, even under the most favorable conditions for more than one-tenth that length of time. In certain climates parchment or vellum makes a durable binding which, with age, acquires a beautiful ivory-like surface tone; but these skins will warp the boards unless the book is kept closely set in on the shelf. Turkey morocco is durable when well tanned. The best leather, for appearance and endurance, and also the most expensive, is the best quality of red levant morocco. For efficiency and richness the leather should be lightly crushed, although this is a matter on which tastes vary. If you are going to specialize in finely bound first editions the good taste and quality of your bindings is as important as the books you bind.

I am interested in the subject of cleaning, repairing, restoring and rebinding old and valuable books. I realize that this is a large subject, highly technical, requiring a cultivated judgment and much experience. Many books touch on the subject, or have a chapter, or chapters, devoted to it, but can you give me the name of any guide that is more comprehensive that would be helpful?

A very practical guide, "Book Repair and Restoration, a Manual of Practical Suggestions for Bibliophiles," by Mitchell S. Buck, was published in a limited edition of 1,000 copies by Nicholas L. Brown, of Philadelphia, in 1918. It treats of general restoration, removing stains, rebacking, repairing old bindings, rebinding, book shelves, and book buying. In a "Foreword" Mr. Buck says: "The following chapters contain suggestions partly gathered from the experience of others and partly evolved from myself in caring for my own books. . . . I have designed it especially for the bibliophile who enjoys 'fussing' over his books and who receives, in seeing them in good condition and re-

pair through his own efforts, an echo of the pleasure he receives from reading them." Bonnardot, a Frenchman, wrote a very practical and popular book on the subject. His work, copies of which are very scarce, was first issued in an edition of 400 copies in 1846, and reissued with revisions, in 1858. It has never been translated into English, although writers on the subject have referred to it. Chapter IV, "Repairing Old Books," of Mr. Buck's book, is a translation from Bonnardot. A new volume "On the Care of Books" is being prepared for fall publication by *The Publishers' Weekly*. It was written by Harry Miller Lydenberg and John Archer of the New York Public Library.

Auction Calendar

Wednesday afternoon, March 25th, at 2:15. Standard sets and other desirable books from the library of Mrs. Edward La Montagne, Scarsdale, N. Y., and the estate of Jane E. Andrews, New York, and others. (Items 294.) American Art Association-Anderson Galleries, Inc., 30 East 57th St., New York City.

Tuesday afternoon, March 31st, at 2:15. A selection of literary and historical Americana. (Items 259.) Ritter-Hopson Galleries, 37 West 57th St., New York City.

Catalogs Received

American history, art, bibliography, first editions, French literature, history, old literature, philology, periodicals, rare books, travel, etchings and autographs. (No. 205; Items 834.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Book bargains. (Spring List "R"; Items 297.) Goodspeed's Book Shop, 2 Milk St., Boston, Mass.

Books for the theological student. (No. 605; Items 1721.) Charles Higham & Son, 13 Charterhouse St., London, E. C. 1, England.

Books, new, old and rare. Duttons, Inc., 681 Fifth Ave., New York City.

Botany, agriculture, forestry, fruit culture, gardens and gardening, herbals, early medicine and surgery, etc. (No. 443; Items 1518.) Bernard Quaritch Ltd., 11 Grafton St., London, W. 1, England.

Early economic law, usury, money and banking. (No. 32; Items 148.) Birrell & Garnett, Ltd., 30 Gerrard St., London, W. 1, England.

First editions. (No. 8.) The Walden Book Shop, 546 North Michigan Ave., Chicago, Ill.

First editions and desirable books. (No. 62; Items 244.) Alfred F. Goldsmith, 42 Lexington Ave., New York City.

First editions and rare books, mostly by American authors. Caspar, Krueger, Dory Co., 772 North Water St., Milwaukee, Wis.

Folklore, anthropology, archaeology, philosophy, Occult and allied subjects. (No. 535; Items 1443.) Francis Edwards, Ltd., 83 High St., Marylebone, W. 1, London, England.

Frankreich geschichte und landeskunde. (No. 771; Items 2858.) Joseph Baer & Co., Hochstrasse 6, Frankfurt Am Main, Germany.

Genealogy and local history. (Items 2127.) The Aldine Book Co., 1873 61st St., Brooklyn, N. Y.

Geography, voyages, Americana, Asia, Africa, rare and celebrated presses, color plate books on botany and zoology, mathematics, Occult sciences. (No. 18; Items 865.) L'Art Ancien, 8 Pelikanstrasse, Zurich, Switzerland.

Illustrated books and prints, Americana, rare, old colored maps, portraits, Cruikshank, fashions, old folios of the fifteenth to the eighteenth century, colored plates, etc. (No. 75; Items 989.) F. C. Carter, 71, Middle Lane, Hornsey, London, N. 8, England.

Items for the small collector, classified according to price. (No. 11; Items 693.) Norman Alexander Hall, 40 Langley Road, Newton Centre, Mass.

Lincolnia, Washingtoniana, Americana, Civil War, 1861-65, and miscellaneous books. (No. 299; Items 383.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Livres anciens et modernes rares ou curieux relatifs a L'Orient. (No. 16.) Adrien-Maisonneuve, 5, Rue de Tournon, Paris, VIe, France.

Miscellaneous books. (Items 281.) John E. Scopes & Co., 23 Steuben St., Albany, N. Y.

Miscellaneous books. (No. 135; Items 513.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Modern European philology. (No. 284; Items 1504.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

Modern first editions. (No. 226; Items 490.) James F. Drake, 14 West 40th St., New York City.

Natural history, transportation. Robert W. Lull, Newburyport, Mass.

Natural history, botany, conchology, entomology, geology, ornithology, zoology, etc. (No. B. 8; Items 301.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

Old and rare Canadiana. (No. 10; Items 865.) Thorburn & Abbott, Ltd., 115 Sparks St., Ottawa, Canada.

Old medicine and biology. (No. 992; Items 185.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

Rare and choice books, colored plate and extra-illustrated books, original drawings, manuscripts, etc. (No. 19; Items 108.) Harry F. Marks, Inc., 21 West 47th St., New York City.

Rare books, first editions, Americana. (Items 141.) R. B. S., 547 St. Marks Ave., Westfield, N. J.

Richard Wagner, Musik, Theater, Tanz. (No. 335; Items 925.) B. Seligsberg, Bayreuth, Bavaria.

American Book Prices Current 1931

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Henderson. Order of Nature. Harvard University Press. 1st printing.

ASSOCIATED STUDENTS' STORE, 3601 UNIVERSITY AVE., LOS ANGELES, CAL.
Feuchtwanger. Power. 1st ed. Trans.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.
Jayne. Mammalian Anatomy.

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American Speech. T. I.
Harvard Theological Studies. Vol. I.
Journal of Amer. Oriental Soc. Vols. 1 to 20.
Set or odd vols.

MacAdoo. Challenge: Liquor and Lawlessness versus Constitut. Government. 1928.
Lewisohn. Spirit of Modern German Literat. 1916.

Whitman. Prose works. ed. Bucke. Camden ed. 1902.

Harpers Magazine. Vols. 1 to 60.

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Dunlap Society Publications. Series 1, nos. 1, 2, 3, 4, 5; Series 2, nos. 1, 5, 6, 9, 10.

BAKER, VOORHIS & Co., 119 FULTON ST., N. Y.
Narrative of Early Pa., West Jersey and Delaware. A. C. Myers. New York. 1912.
History of Delaware. Francis Vincent. Phila. 1870.

History of Delaware. J. T. Scharf. Phila. 1882.
History of Delaware. Henry C. Conrad. Wilmington. 1902.

BALL & WILDE, 30 BROAD ST., NEW YORK
New Hampshire Beautiful. Nutting. Old America Co., Pub.
Virgin Islands of the United States. Zabriskie. Putnam.

WM. BALLANTYNE, 1421 F, N.W., WASH., D. C.
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Quiller-Couch. Hist. Tales from Shakespeare Sc.
Belasco. Return of Peter Grimm.
Corson. Introd. to Prose & Poetry of John Milton.
Stevenson. Home Book of Verse. Vol. 5. Holt. 1915.
Landon. Eli Perkins; 30 Years of Wit. Werner. 1891.
Doyle. Valley of Fear. Burt; Return of Sherlock Holmes. Doubleday.
Moors. With Stevenson in Samoa.
Jones. Finger Ring Lore. Chatto & Windus.
New System of Scientific Procedure. London. 1921. Spiller.
Smith. English Grammar.
Hammond. Aristotle Psychology.

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Items on World's Columbian Exposition, Chicago, 1893, as follows:
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L. P. Mercer. Review of the World's Religious Congresses.
Any report on Charities and Hospitals of the Exposition.

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Maussion de la Bastie. They Knew the Washingtons. Trans. Radziwill.

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De Edificus of Procopius. English trans.
Lo-Throp Family Descendants. E. B. Hunting-
ton. 1884.
War Birds. Orig. ed. Doran.
The Old Mine Road. C. G. Hine of Kingston.
Ezra Studies. Chas. Torrey. Univ. of Chicago
Press.
A Course in Fouriers Analysis and Periodogram
Analysis. Carse & Shearer. Pub. Bell. 1915.
Warringtons. Any history or genealogy of War-
ringtons.
Life of Dr. Thos. Walker with Journal in the
Spring of 1750. Pub. Wm. Cabell Reves.
1888.
Philosophy of Accounts. Sprague. Ronald Press.
Ancient Society. Morgan. Chas. Kerr Co.
Sanctuary. Faulkner. 1st ed. Cape & Smith.
Our Times. Vols. 1 and 2. Sullivan. 1st ed.
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Frances Grundy. Pictures of the Past.
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laar, M.D.
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Knox.
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E. F. Benson. Our Family Affairs.
Memoirs of Hon. John W. Foster.
Bulletin Geological Society of America. Vol. 35.
Bulletin American Paleontological Society. Vol.
12, no. 47. 1926.
Mme. Calderon de la Barca. Life in Mexico.
History Russia. 2 vols. or vol. London, 1836.
The Cabinet Cyclopedia.
Ernest Thompson Seton. Two Little Savages.
Early illus. ed.
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 Character Analyses in seven parts. Catherine Blackwood.

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The Auk. Vol. 46, no. 3; Vol. 47, no. 1.

FRANK C. BROWN, 44 BROMFIELD ST., BOSTON
 The Watchmaker's Lathe, Its Use and Abuse. Ward L. Goodrich.

J. E. & K. F. BROWN, 117 PINE AVE., LONG BEACH, CAL.

American Book Prices Current. 1920 to 1928.
 Book Prices Current, English. 1920 to 1928.
 Book Auction Records. 1920 to 1928.
 English Catalog of Books. 1920 to 1928.
 Above items must be priced reasonably.
 The Colophon. First four numbers.
 McFee. 1st eds.
 Tomlinson. 1st eds.

BRYANT BK. SHOP, 72 W. 48TH ST., NEW YORK
 Innocents. Sinclair Lewis.

BRYN MAWR COLLEGE LIBRARY, BRYN MAWR, PA.
 Duncalf & Krey. Parallel Source Problems in Mediaeval History.
 Gotch. Early Renaissance Architecture in England. 2nd ed.
 Lea. History of Auricular Confession.
 Lea. Moriscos of Spain.
 Notestein. History of English Witchcraft.
 James. Portraits of Places.
 Sackford. Legends from Mediaeval Literature.
 Waite. Hidden Church of the Holy Grail.

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 Anything on Lake Erie.

BUFFALO, N. Y., BK. EXCH., 137 SENECA ST.
 Pendred. Book of Common Joys.
 Compton's Encyclopedia.
 Book of Knowledge.
 Havelock Ellis. Set or odd vols.
 Birth Through Death. Pub. McClelland & Stewart, Toronto.

H. R. BURGESS & Co., 151 NEWBURY, BOSTON
 Against the Sun. Elton.
 Ancient Egyptian Works of Art. Weigall.
 Reminiscences of Glass Making. Jarves.

BURTON'S, 1243 ST. CATHERINE, W., MONTREAL
 Andree's Story. 1st ed. only.
 A Reaping. E. F. Benson.
 Taxidermy. Montague Brown.
 The May Family: Genealogy of John May. Pub. 1878. Franklin Press.

BYRON, INC., FISHER BLDG., DETROIT, MICH.
 Agnes C. Laut. Heralds of Empire; Story of the Trapper; Vikings of the Pacific; Hudson's Bay Co.; Freebooters of the Wilderness; Adventures of the English on the Hudson Bay; Pioneers of Pacific Coast.

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Any books by John Owen.
Ardath. Corelli.
Amer. Game Shooting.
Anything on Minerology.
Bill Nye's Comic History of U. S.
Barriers Burned Away. Roe.
Beautiful Tree of Life.
Blue Island. Stead.
Bryant. History of U. S.
Beyond the Veil.
Beverly Tucker. Duff Green.
Conqueror. Atherton.
Cochran. History of Indiana.
Catalogue of Walter's Art Collection. Gruelle.
Dante. Divine Comedy. Doré.
Dictionary of Slang.
Duck Shooting. Grunelle.
Dillworth. Spelling Book.
Early Methodism in Indiana.
Emma Gees. McBride.
Elbert Hubbard. Little Journeys.
Ency. of Religion and Ethics.
Ency. of Biography. Appleton.
Ergnes. Expert at the Card Table.
Friendly Stars. Martin.
Godey. Lady Books.
Gray. Anatomy.
Greeley. History of Civil War.
Glands Regulating Personality. Berman.
Gems of Truth.
Growing With the West. Stahl.
Gettysburg ed. of complete Works of Lincoln.
12 vols. Tandy-Thomas Co.
History of England and Great Britain. Cross.
History of Daniel Boone.
Heroes of the Plains.
Hornaday. Natural History.
Hand of the Potter. Dreiser.
Including Horace. Untermeyer.
Indiana Gazeteer.
In Defense of Women.
Isis Unveiled. Blavatsky.
Jesse James, Life of.
King Solomon's Mines.
King in Yellow. Chambers.
Kidd's Elocution.

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Johnson. Apples of Gold in Pictures of Silver.
Southern Imprints before 1820.

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Bates. Lincoln in the Telegraph Office.
Lunt. Three Eras of New England; Radicalism
in Religion, Philosophy and Social Life; Old
New England Traits.
McClellan's Own Story.
James. Newspapers and Periodicals of Illinois.
Dickinson, Emily. 1st, 2nd & 3rd Series. 1st
eds. 1891-96.
Any 1sts including life and letters of above.

CATHOLIC WORLD, 411 W. 59TH ST., N. Y.
Storrs, Richard S. Bernard of Clairvaux.

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Brotherhead. Book of the Signers. Phila. 1860;
Book of the Signers. Phila. 1876.
Canfield. Deepening Stream. 1st ed.
Cochut. John Law. London. 1856.
Daggett. Railroad Reorganization.
Dunn. Raiding with Morgan.
Hill. Lone Point.
Indian Medicine Book.
Lovelace. Astarte.
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Books illus. by Wm. Hamilton Gibson.
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Early American Poetry and Fiction.

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Walter Taylor. Book on R. E. Lee.

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Butt. Letters of Archie Butt, Personal Aide to
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Cook. Old English Elene Phoenix and Physi-
ologus.
Hobson. Conditions of Industrial Peace.
Bolton. Catalog of Scientific & Technical Period-
icals.

COX & CAMPBELL, 418 9TH, HUNTINGTON, W.VA.
Revolt in Desert. T. E. Lawrence. 1st Amer. ed.
1919.

T. O. CRAMER'S, 1321 GRAND, KANSAS CITY, MO.
Ludendorf's Own Story.

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Findel. History of Freemasonry.
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Norroena; Anglo-Saxon Classic.
Bodley. In Town and Country.
Folwell. History of Minnesota. Vols. 1, 2.

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Chester, G. Get Rich Quick Wallingford.
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Adams, H. History of the U. S. Vol. I only.
Berridge, W. Cycles of Unemployment in the
U. S. 1903-22.
Fitch, A. College Course and the Preparation of
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Pickering & Upham. Life of Timothy Pickering.
4 vols.
Wylie, E. Black Armour.
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Dickinson, G. Causes of International War.
Hamilton, J. Henry Ford.
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Sutton, G. Some Contemporary Dramatists.
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Fuller, John, Sr. Art of Coppersmithing.
Graham, Dr. Sylvester. Lectures on the Science
of Human Life.
Jennings, Dr. Isaac. Philosophy of Human Life.
Singleton, Esther. The Shakespeare Garden.
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Greenough.
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Spreading Dawn. Basil King.

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Greyhounds of the Sea.
Maritime History of Massachusetts.
Donald McKay and the Ships He Built.

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Sights and Secrets of the National Capitol. Pub.
1800.

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How France Built Her Cathedrals. E. B.
O'Reilly.

L. A. COMSTOCK, c/o DOUBLEDAY, DORAN & CO.,
GARDEN CITY, NEW YORK
Letters of Major Archibald W. Butt, 1908-1912.
Doubleday, Page & Co. 1924.

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C. E. Montague. Hind Let Loose; Fiery Particles; Disenchantment; Dramatic Values; Action.

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Pictorial History of the World War.
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Constitution of the United States. Preface by Balfour.

DOUBLEDAY, DORAN, 370 LEXINGTON AVE., N. Y.
Chafingdish and Sandwiches. James Putnam.
Shute. Misadventures of Three Good Boys; Plupy, Bean & Pewt; Plupy and Old. Houghton.

DOUBLEDAY, DORAN, 420 LEXINGTON AVE., N. Y.
The United States Catalog to date.
Life Everlasting. Marie Corelli.

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ST., NEW YORK
Skyline Promenade. Brooks Atkinson.

DOUBLEDAY, DORAN, 31 NASSAU, NEW YORK
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Colophon. 1930-31.

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Mind That Found Itself. Beers.
Quackenbush. All in a Garden Fair.
Griffith. St. Paul's Life of Christ.

JAS. F. DRAKE, 14 W. 40TH ST., NEW YORK
Bruce. Thoroughbred Horse, His Origin. 1892.
Ferber. Cimarron. 1st ed.
Ford & Crowther. Today and Tomorrow. 1926.
1st ed.
Harvard Advocate for Dec. 11, 1891; Mar. 15, 1892.
H. E. Huntington Check-List, 1920.
Hymns & Tunes for Church & Sunday Schools, 1863.
Morgan. The Roaring Road.
Popular Homecraft Magazines. Nos. 1, 2, 3.
John Russell. Where the Pavement Ends. 1st.

H. & W. B. DREW CO., JACKSONVILLE, FLA.
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Shakespeare. Vol. 2 of Warwick ed.

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Gosse. Life of Donne.
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Hergesheimer. Lay Anthony. 1st ed.

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King. Conquest of Fear. Doubleday.
Masters. Lincoln the Man. 1st ed.
Wertenbaker. Virginia Under the Stuarts. Princeton. 1914.

Quaife. Diary of James Polk. 1845-49. Chicago. 1910. One of 500 copies.

Jesse. Famous Etonians. 1875; George II. London. 1867; From the Revolution of 1688 to the Death of George II. London. 1843; Memoirs of the Court of Eng. During the Reign of the Stuart Protectorate. 2nd ed. London. 1846.

Pound. Outline of Lectures on Jurisprudence. 1920.

Marston, John. Works.

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Miller, W. What England Can Teach Us About Gardens.

Mundy, T. Ivory Trail; Told in the East; Devil's Guard; Eye of Zeitoon; Hira Singh. Not 1st eds.

Stephens. Travels in Yucatan.

Torrence, C. The Winstons of Virginia.

Trounstone, H. S. Blindness in Hamilton County.

Trott. Laws of the Province of S. Carolina. 1736.

Trollope. Struggles of Brown, Jones, etc. N. Y. 1862; Christmas at Thompson Hall, N. Y. 1877; Lady of Launay. N. Y. 1878.

Talbot, Edith A. Lessons in Meditation.

Taylor. Essays of the Past and Present. 1st ed.

Tennyson. Rifle Clubs. N. Y. 1899.

Thayer. New York and Other Poems.

Tarkington, Booth. Country Cousin; Ghost Story; Wren; A. D. Dickinson. 1st eds.

Valentine's Manual. Vol. 12. 1928. Cloth.

Whitney, H. C. Life of Lincoln.

Who Is Who In Baseball. 1916, 1920.

Wilde. De Profundis. Reynolds. New York.

Williams. Immortal Longings. 1st ed.

Wells, H. G. The War in the Air. Macmillan N. Y. 1908.

Wollstonecraft. Rights of Women. 1st Amer.

Warren. Musket Boys of Old Boston; Musket Boys on the Delaware.

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James Jackson. Letters to a Young Physician.

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Century Dict. 1914. New or 2nd.
Ramsey. Astrology Restored. About 1752.
Wilson, Thomas. The Swastika. Wash. 1896.
Wilson, J. Our Israelitish Origin.
Hanish. Health and Breath Culture.

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Our Wonder World. Vol. 7.

E. FARNSWORTH'S BK. SHOP, 20 E. BIJOU ST.,
COLORADO SPRINGS, COL.
Encyclopedia Britannica. 14th ed. Used.

MARSHALL FIELD & Co., BK. DEPT., CHICAGO
The Instructor, or American Young Man's Best
Companion. George Fisher. Philadelphia.
1737.

Foster. Practical Penmanship, a Development
of the Carstairsian System. B. F. Foster.
Albany. 1832.

Rand's System of Writing. B. H. Rand. Phila.
1834.

Foster's System of Penmanship. B. F. Foster.
Pub. Perkins, Marvin & Co., Boston; Henry
Perkins. Philadelphia. 1835.

Spencerian Copy Slips. Platt R. Spencer and
Victor M. Rice. Buffalo. 1848.

Payson and Duntun's Copy Books. J. W. Pay-
son and Seldom Duntun. Boston. 1851.

The Writing Reader. T. Gilbert and F. Prass.
Pub. for the authors by D. and J. McLellan.
New York. 1858.

Theory and Art of Penmanship. Payson, Dun-
ton and Scribner's Method of Teaching.
Crosby & Ainsworth. Boston. 1862.

Potter's System of Penmanship. S. A. Potter.
1864.

Spencerian Key to Practical Penmanship. H. C.
Spencer. Ivison, Blakeman, Taylor & Co.
New York and Chi. 1866.

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Lathrop, Rose Hawthorne. Memories of Haw-
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The Wolfe Exped. to Asia Minor. ed. Sterrett.
Citizens' Library of Economics, Politics, and
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Newer Ideals; Ely. World War.
Physiolog. Reviews. Vol. IX, no. 2.
Jl. of Morphology. Vols. 12, 14, 15.
Jl. of Physical Chemistry. Vols. 1 to 34.
Jl. Franklin Inst. Years 1910 to 1930.
Jl. of Chem. Education. 1924.
Jl. of Industr. and Eng. Chemistry. Vols. 1 to
22.
Chemical Abstracts. Vols. 1 to 34.
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Jl. of Indian Art. 1905 to 1916.
Jl. Exper. Psychology. Vols. 1 to 12.
Science Reports of Ishoku Imp. Univ. Cplte. set.
Kyoto College Science Memoirs. Cplte. set.
Jl. West. Soc. of Engineers. Vols. 24 to 27.

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Proc. Rocky Mount. Coal Min. Inst., Years
1913-14, 1922.

Power. Vols. 26 to 29, and 38.
Mining Congr. Journal. Vols. 6-7.

Metal Industry. Vols. 18 to 20.

Mechan. Engineering. Vol. 42.

Jl. of Physic. Chem. Vol. 16.

Eng. and Mining Jl. 1929.

The Foundry. Vol. 48.

Eng. News Record. Vols. 50, 84 to 91.

Electr. World. Vols. 36-37, 39 to 42, 45 to 53,
75-76.

Journal of Americ. Chem. Soc. Vols. 1 to 16.

Journal of Franklin Institute. Vols. 1 to 151.

Physical Review. Vols. 1 to 7.

Proceedings of Amer. Philosophical Soc. Vol. 1.

Bell System Technical Journal. Vol. 1.

General Electric Review. Vols. 1 to 7.

Biological Bulletin. Woods Hole. Complete.

Memoirs Am. Museum of Natural History. Vols.
1 to 10.

Jrnl. Academy of National Science. Philadelphia.
Vols. 1 to 8.

Proceedings California Academy of Natural Sci-
ence. Part III: Zoology.

Jrnl. of Indian Zoology. Vols. 1 to 28.

Chemical Report Indian Museum. Calcutta.
1910 to 1929.

Jrnl. of English and Germanic Philology. Vols.
1 to 22.

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End of an Era. John S. Wise. H. M.

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Huntington. In Brush, Sedge and Stubble. 1898.
Scientific Duck Shooting in E. Waters. Nyc.
1895.
Pierce. A Man from Corpus Christi. 1894.
Price. The Gun and How to Use It. 1881.
Revoil. Shooting and Fishing in the Rivers of
N. A. 1865.
Roosevelt. Florida and Game Birds of Atlantic
Coast, etc. 1884.
Ruffed Grouse Pheasant Shooting. Schley. 1875.
The Uncertainties of Travel. 1880.
Forrester. Fugitive Sporting Sketches; Wild-
wood. 1879.
Askins. Wing Shooting. 1910.

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- How to Hunt Ducks, Geese, Turkey, etc. Askins. 1926.
 Bruette. Guncraft. 1912.
 Curtis. American Game Shooting. 1927.
 Davis. Woodcock Shooting. 1908.
 Gardner. Come Duck Shooting With Me. 1917.
 Hamilton. Shooting Over Decoys and Other Hunting Tales. 1923.
 Hammond. My Friend the Partridge. 1908.
 Marbury Flies. 1896.
 Alex. Evans. Aeneas, a Class. and Heroic Poem. Kv. 1883.
 Major Elv. Labrador Retrievers.
 Bryden. Fox Hunting Past and Present.
 History of Brammamore Hunt.
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	PAGE
A WORLD OF OPPORTUNITY by <i>Herschel Brickell</i>	1567
<i>Since the passing of the New York World, with its famous Page Opposite Editorial, there has been a great increase in book columns and book pages in the other New York papers, with an attendant bid for some of the book advertising which used to adorn the World Page.</i>	
I SELL "THE GREEK WAY" by <i>Dr. Mabel S. Ulrich</i>	1570
<i>This article started out to be a contribution to our staple stock supplement, but Dr. Ulrich brought up a discussion of one of the bookseller's most vital problems, so the article seemed to belong in the general news section.</i>	
WHEN BOOKS WERE LOW PRICED by <i>Don C. Seitz</i>	1571
<i>Mr. Seitz looks upon book prices with the eye of an historian, and comments here on the days when publishers' overhead and printers' wages were not as large an item in governing the cost of the book as they are today.</i>	
IN THE BOOK MARKET	1573
EDITORIALS	1576
<i>Congress and Postal Matters; Reviewing or Publicity; Books As Dividends; The Putnam Sorrow; Production Statistics in a New Form; Copyright Expires on "Science and Health."</i>	
FEBRUARY BEST SELLERS	1579
IN AND OUT OF THE CORNER OFFICE	1580
THE CONVENTION MEANS BUSINESS by <i>Ellis W. Meyers</i>	1581
FEBRUARY BOOK PRODUCTION	1589

Old and Rare Books

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<i>Edna Ferber.</i>	
OLD AND RARE BOOKS by <i>Frederick M. Hopkins</i>	1614
QUERIES AND REPLIES ABOUT RARE BOOKS	1617

Forthcoming Issues

✿ ✿ ✿ Next week we shall publish the first of four series of three spring supplements specializing in children's books. In this issue there will be an article by Ruth Leigh called "Children's Books For Middle Class Families." There will also be a review of some of the new spring children's books. ✿ ✿ ✿

✿ ✿ ✿ Ruth Moses has written for us an article called "Dedications To Date" which shows the author in various sentimental moods. ✿ ✿ ✿ Dorothy Foster Gilman has written for the same issue a reply to Dale Warren's amusing article which appeared in a December issue "I Don't Dare Let it Out of My Hands." ✿ ✿ ✿

✿ ✿ ✿ In the Bookmaking Department in the April 4 issue, Meiric Dutton's Article on

Paper which had to be postponed from the March 7 issue will appear. This is, as we have previously announced, the first of a series of three articles on paper for book printing. ✿ ✿ ✿

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